

INTRODUCTION

A Strategic Plan defines a roadmap in terms of an organization. It provides critical information to the executive board, as well as to the internal leadership, support staff, and auxiliary members of the organization by outlining the vision of the organization, stating the most critical issues that face the organization, and establishing the mission, vision, and strategic goals. It also provides a specific plan of action, and a methodology, and describing a monitoring system for the organization's progress and measuring the success of actions.

The City of San Bruno is a community of approximately 10,000 residents. The City is a growing community, and the City Council is responsible for the future of the community. The City Council is responsible for the future of the community, and the City Council is responsible for the future of the community.

City of San Bruno

Economic Development

Strategic Plan



INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

MAY 21 1997

UNIVERSITY OF CALIFORNIA

Adopted January 27, 1997

INTRODUCTION

A Strategic Plan reflects a snapshot in time of an organization. It provides critical information to the outside public, as well as to the internal leaders, support staff, and ancillary members of the organization by outlining the mission of the organization, citing the most critical issues that need to be addressed to accomplish the mission, establishing measurable objectives, detailing a specific plan of action and accountability, and describing a monitoring system for continuously evaluating and adjusting the courses of actions.

For San Bruno, a Strategic Plan is intended to assist the municipal organization in meeting its goals, as much as possible, over the next several years. The Plan is designed to be simple to read and present a broad picture of the community in a capsulized form. By its nature, a Strategic Plan represents an evolving -- not static -- document.

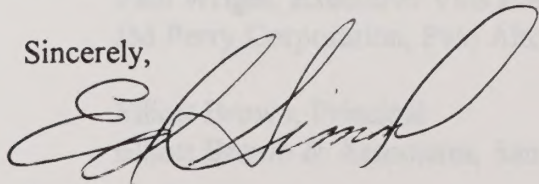
This report presents the *Strategic Plan for Economic Development* for the City of San Bruno. The Plan was developed by a ten member special committee, comprised of a cross section of the business and residential communities, including two members from the City Council, five members appointed by each Member of the City Council and Mayor, as well as a representative from the San Bruno Planning Commission, the San Bruno Chamber of Commerce, and the San Bruno Park School District.

In May 1996, the City entered into a contract with the private consulting firm of JM Perry Corporation and its Executive Vice President, Paul Wright, to provide services as a facilitator in developing a framework for a Strategic Plan for economic development in San Bruno. Additional assistance was provided by Elliott Brown and Associates in developing a *Survey of Economic Development Priorities*, which was completed in June 1996. Staff from the City Manager's Office and from the Department of Planning and Building provided technical support and contributed to development of the final plan.

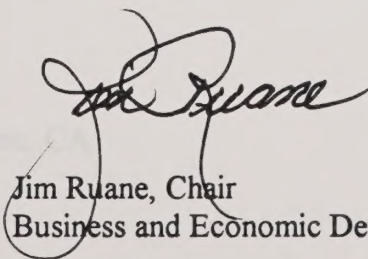
In November 1996, the Economic Development Committee completed the draft of the Plan. The San Bruno City Council unanimously adopted the *Strategic Plan for Economic Development* at its meeting held on January 27, 1997.

For more information, telephone George Foscardo, San Bruno Director of Community and Economic Development, at (415) 877-8874; fax at (415) 873-6749; e-mail at sbplan@best.com or write to 567 El Camino Real, San Bruno, CA 94066.

Sincerely,



Ed Simon, Mayor
City of San Bruno



Jim Ruane, Chair
Business and Economic Development Committee

SAN BRUNO CITY COUNCIL

Ed Simon, Mayor
Jim Ruane, Vice-Mayor
Ken Ibarra, Councilmember
Irene O'Connell, Councilmember
Chris Pallas, Councilmember

BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE

Jim Ruane, Chair
Ed Simon, Vice-Chair
Tony Governale, San Bruno Chamber of Commerce
John Hamilton, Member
Skip Henderson, San Bruno Park School District
Emile Hons, Member
Harold Jacobs, Member
Mary Johnson, San Bruno Planning Commission
Dennis Sammut, Member
Bob Stockton, Member

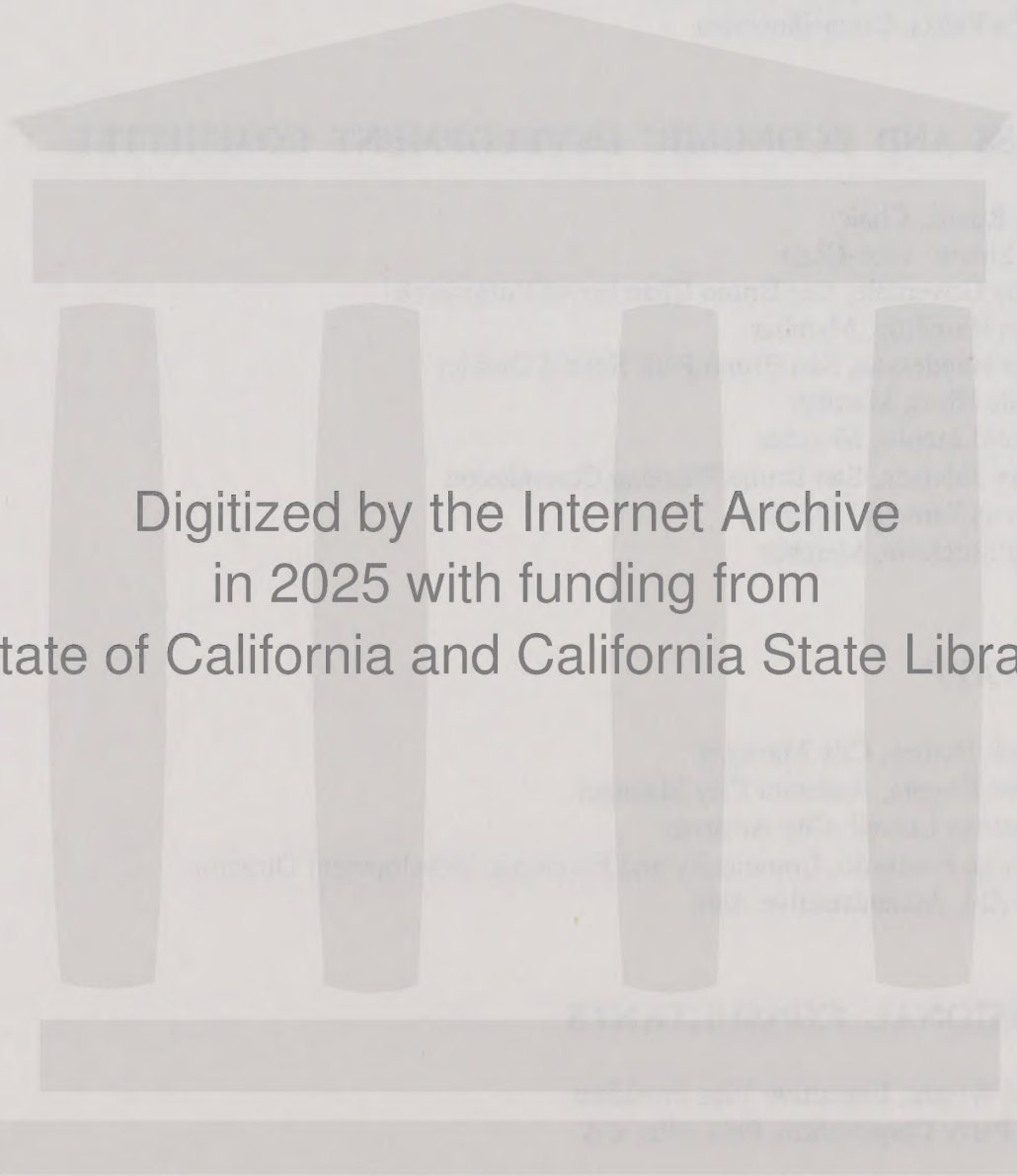
CITY STAFF

Frank Hedley, City Manager
Steve Rogers, Assistant City Manager
Jonathan Lowell, City Attorney
George Foscardo, Community and Economic Development Director
Jan Aki, Administrative Aide

PROFESSIONAL CONSULTANTS

Paul Wright, Executive Vice President
JM Perry Corporation, Palo Alto, CA

Elliott Brown, Principal
Elliott Brown & Associates, San Francisco, CA



Digitized by the Internet Archive
in 2025 with funding from
State of California and California State Library

<https://archive.org/details/C124917663>

City of San Bruno

**Economic Development
Strategic Plan**

Index

I. Mission	Page 3
II. Community Analysis	Page 4
III. Environmental Analysis	Page 6
IV. Critical Issues	Page 7
V. Objectives	Page 8
VI. Plans of Action	Page 9
VII. Plan Management	Page 16
VIII. Appendix	Page 17

City of San Bruno

Economic Development Strategic Plan

I. MISSION STATEMENT

OUR MISSION

**Create an economically progressive environment
to maintain and enhance
a balanced residential and business community
by implementing strategies
focused on business retention and expansion
recognizing San Bruno's unique location
and valuing our community diversity**

II. Community Analysis

A. Strengths

The following are perceived **strengths** of the City of San Bruno

- Access to transportation corridor
- Affordable housing
- Bayhill Office Park
- Broad spectrum of employee base
- Cohesive city council
- Cooperative and progressive city staff
- Community College
- Community parks
- Cultural diversity
- Diversified commercial base
- Executive office complexes
- Naval property
- Proximity to S.F. International Airport
- Recreational facilities
- Regional shopping centers
- Residential character
- School system
- Senior facilities
- Temperate climate
- The Gap corporate campus
- Uniqueness of architecture

B. Weaknesses

The following are perceived **weaknesses** of the City of San Bruno:

- Absentee commercial property landlords
- Chamber of Commerce
- City entrances
- Lack city financial reserves
- Lack cultural arts identity
- Lack full-service hotel
- Lack of adequate street lighting downtown
- Lack of commercial character
- Lack of public relations for city
- Lack of signing program
- Montgomery Avenue
- No redevelopment agency
- Old buildings not up to code
- Physical separation of commercial areas
- Predominantly built-out
- San Francisco County Jail facility
- Small population
- Traffic flow

III. Environmental Analysis

A. Opportunities

The following are perceived environmental **opportunities** for the City of San Bruno:

- BART/CalTrain and other mass transit
- Creating identity for city
- Current council elected with charge to move forward
- Development of North San Mateo Avenue
- Downtown revitalization
- Gaming
- Improving Inter-government relations
- Municipal owned cable TV/changing communications
- Potential revitalization of Tanforan Park shopping center
- S.F. International Airport expansion
- Working with Navy on base property

B. Threats/Obstacles

The following are perceived environmental **threats/obstacles** for the City of San Bruno:

- Anti-change climate
- Competition for tax revenues from neighboring communities
- Competition from satellites/cable/wireless communications and changing FCC regulations
- Gaming regulation
- Lack of consensus by neighboring cities
- Lack of cooperation between San Francisco and San Mateo County
- Perceived decline of Tanforan Park shopping center
- Perception of gaming
- Political negativism's

IV. Critical Issues

The following are perceived critical issues to the City of San Bruno relative to economic development activities for the community. These issues were selected based on the succeeding criteria:

1. The strategies in the plan lead to tangible results;
 2. Identifiable time-frames can be determined;
 3. The effect on the community as-a-whole;
 4. Available resources to implement strategy;
 5. The complexity of decision-making;
 6. Degree of community support; and
 7. Return on financial investment.
-
- A. Revitalization and appearance of downtown
 - B. Residential and business community support
 - C. Maintenance and retention of existing business
 - D. Redevelopment
 - E. Local Transportation Management
 1. El Camino Real
 2. San Bruno Avenue
 3. San Mateo Avenue
 4. BART extension
 5. S.F. International Airport expansion
 6. CalTrain station
 7. Pedestrian/bicycle paths
 - F. Identification of potential commercial development properties

V. Objectives

A. Downtown:

Create and implement a master plan for downtown which:
Improves public amenities; generates a diverse mix of retail, services and entertainment; establishes a sense of community; and enhances the quality of life for shoppers and visitors while contributing to the city's overall economic well-being.

B. Community Support

Develop and implement an on-going two-way communications program involving and generating support from residents, businesses and property owners.

C. Business Retention and Expansion

Develop and administer an on-going business retention program focused on reviewing the needs of targeted local businesses and providing the assistance necessary to retain and enhance the existing revenue base.

D. Redevelopment

Create a redevelopment agency utilizing available funding resources to implement a plan for specific improvements in target areas.

E. Local Transportation Management

Develop and implement a local transportation management program which improves transportation corridors and infrastructure, emphasizes transit alternatives, focuses on the positive impacts on business and maximizes efficient movement of people while retaining the character of the community.

F. Potential Commercial Development Properties

Identify, catalog and promote private and public properties for alternative uses which maximize the potential for economic value for the community.

VI. Plans of Action --- Downtown

Objective: Create and implement a master plan for downtown which: Improves public amenities; generates a diverse mix of retail, services and entertainment; establishes a sense of community; and enhances the quality of life for shoppers and visitors while contributing to the city's overall economic well-being.

Plan of Action	Who Will Accomplish	Deadline
<p>A. Create a Downtown Specific Plan</p> <p>Issues to be addressed:</p> <ol style="list-style-type: none"> 1. Amendment to general plan 2. Identified uses 3. Architectural review 4. Landscaping 5. Lighting 6. Signage 7. Public use 8. Parking management 9. Transportation/circulation element 10. Commission governing aesthetic/use issues 11. Consideration of funding mechanisms 	<p>City Council Planning Commission Business and Economic Development Committee</p>	<p>Commence: January 1997 Complete: September 30, 1997</p>
<p>B. Incorporate results of community and business surveys to determine specifics of plan as part of citizen and business participation program</p>	<p>All the above Chamber of Commerce</p>	<p>Same as above</p>

C.	Identify initial cosmetic improvements	Business and Economic Dev.	March 31, 1997
	1. Develop the list	<u>Sub-committee</u> Governale Sammut Stockton Staff	February 1997
D.	Clarify role of Chamber of Commerce	City Council Chamber Board	March 31, 1997

VI. Plans of Action --- Community Support

Objective: Develop and implement an on-going two-way communications program involving and generating support from residents, businesses and property owners.

Plan of Action	Who Will Accomplish	Deadline
<p>A. Utilize Communications Plan Committee to determine specifics of plan:</p> <ol style="list-style-type: none"> 1. Communication program goals 2. Identify targeted audiences/stakeholders 3. Determine most appropriate communication methods for each audience 4. Media information program 5. Methods for promoting committee meetings 6. Conducting periodic briefing sessions 7. Methods for involving community organizations (e.g. schools, service clubs, associations, etc.) 	Communications Plan Committee	June 30, 1997
<p>B. Conduct contest which involves the community in committee efforts</p>	Emile Hons/Skip Henderson	April 30, 1997

VI. Plans of Action --- Business Retention and Expansion

Objective: Develop and administer an on-going business retention program focused on reviewing the needs of targeted local businesses and providing the assistance necessary to retain and enhance the existing revenue base.

	Plan of Action	Who Will Accomplish	Deadline
A.	Appoint a Business Retention & Expansion Sub-Committee	Chair - Business & Economic Development Committee	January 31, 1997
B	Survey targeted businesses to determine retention issues/needs	Business Retention & Expansion Sub-Committee	May 31, 1997
	1. Analysis of survey	Business Retention & Expansion Sub-Committee	July 31, 1997
	2. Develop action report	Business Retention & Expansion Sub-Committee	August 31, 1997
C.	Conduct consumer shopping patterns and profiles	Business Retention & Expansion Sub-Committee	June 30, 1997
D.	Utilize "windshield survey" to identify potential retail/service needs of consumers	Business Retention & Expansion Sub-Committee	June 30, 1997
E.	Develop economic and demographic materials	City Staff Chamber of Commerce	June 30, 1997
F.	Act as facilitator/catalyst on select business retention and expansion issues	Business Retention & Expansion	Ongoing
G.	Perform analysis to project revenue needs for two year budget cycles	Business Retention & Expansion Sub-Committee Staff	Bi-annually

VI. Plans of Action -- Redevelopment

Objective: Create a redevelopment agency utilizing available funding resources to implement a plan for specific improvements in target areas.

Plan of Action	Who Will Accomplish	Deadline
<p>A. Conduct an education meeting which informs committee members on:</p> <ol style="list-style-type: none"> 1. Understand potential funding options 2. Determine current status of existing redevelopment agency 3. Assess current legal issues 4. Assess realistic funding potential of redevelopment 5. Understand governance issues 6. Consider experiences in other communities 	<p>Redevelopment Education Committee</p>	<p>February 28, 1997</p>

VI. Plans of Action --- Transportation Management

Objective: Develop and implement a local transportation management program which improves transportation corridors and infrastructure, emphasizes transit alternatives, focus on the positive impacts on business and maximizes efficient movement of people while retaining the character of the community.

Plan of Action	Who Will Accomplish	Deadline
A. Identify current and future needs/issues	Staff in coordination with Council	Ongoing
B. Designate a City of San Bruno representative on key transportation projects	City Council	Ongoing
C. Coordination of transportation with land-use management	Planning Commission	Ongoing
D. Education of Business and Economic Development Committee	Determined by case	Ongoing
E. Transportation Management Areas of Emphasis:		
1. <u>Mass Transit</u>		
CalTrain		
BART		
S.F. International Airport expansion/people mover system		
• Sam Trans		
• High speed rail		
2. <u>Vehicles</u>		
North Area-Wide Traffic Study		
San Bruno Avenue corridor to airport		
North San Mateo Avenue		
Skyline Boulevard		
	3. <u>Pedestrian/Bicycle</u>	
	Bicycle paths	
	Bay Link	
	Shopper shuttles	

VI. Plans of Action --- Potential Commercial Development Properties

Objective: Identify, catalog and promote private and public properties for alternative uses which maximize the potential for economic value for the community.

Plan of Action	Who Will Accomplish	Deadline
A. Utilize ongoing sub-committee to identify, catalog and promote properties.	Properties Sub-Committee	Ongoing
1. Appoint sub-committee	Chair - Business & Economic Development Committee	March 30, 1997
2. Develop system to identify and target properties	Properties Sub-Committee	June 30, 1997
3. Develop system to catalog and and update properties	Properties Sub-Committee	June 30, 1997
4. Develop distribution and promotion mechanisms	Properties Sub-Committee	June 30, 1997
B. Utilize information gathered through business retention surveys to identify properties and businesses for potential assistance	Properties Sub-Committee Staff	Ongoing
C. Develop ongoing relationship with commercial real estate industry	Properties Sub-Committee Staff	Ongoing

VII. Plan Management

A. Plan Managers

1. Policy Direction: Chair - Business and Economic Development Committee
2. Staff Direction: City Manager

B. Time Period of Plan: Perpetual with Bi-Annual Cycles

C. Planning Cycle

1. Cycle 2 - December 1997
2. Succeeding cycles - July 1-June 30 - Bi-Annual coinciding with budgeting cycles

D. Plan Evaluation and Adjustment

1. Period - evaluated quarterly
 - March
 - June
 - September
2. Evaluation conducted by Business and Economic Development Committee
3. Report to City Council

VIII. Appendix

Table of Contents

•	Attachment #1.....	Interview Synopsis City of San Bruno
•	Attachment #2.....	Information Sheet City Wide Survey
•	Attachment #3.....	Blank Sample City Wide Survey
•	Attachment #4.....	Results Presentation City Wide Survey
•	Attachment #5.....	Summary of Written Comments City Wide Survey
•	Attachment #6.....	Blank Sample Chamber of Commerce Survey
•	Attachment #7.....	Summary of Survey of Businesses Chamber of Commerce
•	Attachment #8.....	Average/Mean Summary of Survey Chamber of Commerce
•	Attachment #9.....	Summary of Comments of Survey Chamber of Commerce

Attachment #1

City of San Bruno

Interview Synopsis

Survey of Economic Development Priorities
City of San Bruno

June 25, 1996

**City of San Bruno
Business and Economic Development Committee
Economic Development Strategic Plan
Interview Synopsis**

CITY OF SAN BRUNO
DEPT. OF PLANNING AND BUILDING

NOV 13 1996
R E C E I V E D

Introduction

Interviews were conducted with key elected, volunteer and staff leadership on June 25, 1996.

The primary intent of the interviews are to assist the JM Perry facilitator in understanding the key obstacles and opportunities facing the city relative to their potential economic development efforts and to provide one of the three resources for identifying critical issues which will be addressed in the strategic plan.

It is important to understand that the collective responses are based on the perceptions of those interviewed.

The responses below are driven by the open-ended questions stated. The number next to each item reflects the number of times it was mentioned by an interviewee.

Question #1: As you think about the City of San Bruno and your potential for successfully conducting economic development efforts, what *strengths*, and *weaknesses* from your view, does the city possess?

Strengths

4-proximity to airport/airport
4-diversity of community
3-strong city council/revitalized council
3-small town atmosphere
3-strong work ethic/blue collar
2-geographical location
2-affordable housing
hotels
business services that are visitor oriented
business that serve the airport
strong services clubs
feel of community
park system
land development configuration
diversity of business types
Tanforan Center
El Camino base of businesses
well-educated
well-seasoned
outside funding sources
large metropolitan base who access business services
access to major economic development infrastructure
caring community
people are positive about these efforts

Weaknesses

3-weak chamber of commerce
3-vocal minority (against change)
2-not taking advantage of proximity to airport
2-no goals for community/lack clear direction
2-lack action plan/playing catch-up
2-resistance to change
geographical location
Central Park
no redevelopment
political stability on city council
lack of history doing economic development
lack of "strong mayor" form of government

city infrastructure
aging population
three segmented sections of community
many want status quo
weather
risk adverse
complacency
no planning
city doesn't listen
need to turn Bart decision around
lack of leadership
lack of follow-through by council

Question # 2: As you think about the City of San Bruno and your potential for successfully conducting economic development efforts, what environmental *opportunities* and *threats/obstacles* exist, from your view, that might impact your success?

Opportunities

5-Bart extension
2-availability/downswing of Naval Base
2-expansion of airport
new transit
reservoir of people in community
good time to do this due to consensus on council
downtown

Threats/Obstacles

2-competing surrounding cities
2-ability to get voters to approve major funding projects
conflict between residential and commercial land-use
multiple ownership of large properties
commercial property owners reluctance to upgrade
absentee owners
environmental issues
perception of "growth" issues like traffic parking
misinformation/council only sees those who want no change
too many personal agendas
people don't volunteer...must be asked
lack of proactive efforts

Question #3: From your view what *critical* issues must be proactively addressed in the Economic Development Strategic Plan?

Critical Issues

4-collective focus/goals/direction for downtown
2-redevelopment of Tanfaran
2-need community/conference center
2-need redevelopment agency
2-develop the Naval Base
lack of diversification of business types-no industry
fixing San Mateo Avenue
traffic flow
economic strategy which supports small town atmosphere
orientation to community members
promoting the strengths of community
implementation plan
better utilization of El Camino
re-develop 5th Edition
better utilize existing facilities

Question #4: What *considerations* must be addressed for economic development efforts to be successful?

Considerations

4-generating buy-in/direction by the community
2-long history of low community involvement
2-commitment of leadership to execute the plan/proactive efforts
need attention on business retention
diverse community
balance needs of new comers with old timers (affordable housing)
strong consensus towards keeping San Bruno residential community
must convey the need for the plan to the community
commitment to support infrastructure
work through personal agendas
do economic development without impacting the quality of life
too many preconceived notions
no secrets
open debate/make sure everyone is included
know how we fund it
strategic plan must focus on jobs/housing balance

Attachment #2

City of San Bruno

Information Sheet

Survey of Economic Development Priorities
City of San Bruno

June 1996

San Bruno City Council
BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE

Survey of Economic Development Priorities

Information Sheet

I. SAN BRUNO'S DOWNTOWN (SAN MATEO AVENUE)

Some residents complain about the downtown area and would like to see it improved; others are satisfied with it as it is; still others don't care about the downtown area and are content to go elsewhere. Costs to the City for improving this area could vary dramatically, from only housekeeping improvements to completely redeveloping the area.

II. SAN BRUNO AVENUE (From the railroad tracks east to Highway 101)

San Bruno Avenue is a heavily-used road and serves as one of the major entryways to our City. Some people say that this section of San Bruno Avenue is too narrow, creating traffic hazards when motorists try to make turns into local businesses or residential areas. They also say that drivers who avoid this section by going through the Belle Aire area create a hazard to the elementary school children. The cost of improvements, depending on their scope, could be substantial.

III. BART/CALTRAIN/MASS TRANSIT ISSUES

The extension of BART into the airport (SFO) will dramatically impact the physical and economic future of San Bruno. The City Council supports the *underground* extension of BART through our City with *no* loss of homes. The BART station would be located at the Tanforan Park Shopping Center along a new Huntington Avenue roadway to be constructed and financed by BART and SamTrans. While offering improved transit opportunities to San Bruno residents and economic benefits to the shopping center, the BART station will also bring more cars, more traffic, and more people to the area. Assuming Congress approves the funding of the BART extension, there are three projects about which we would like your opinion.

A. Development of a joint BART/San Bruno police facility at the Tanforan Shopping Center.

San Bruno's plan for the BART station at Tanforan includes development of a joint BART/San Bruno police facility. The present police facility at City Hall is aging, undersized, and lacks sufficient parking. 80% of a new 30,000 square foot facility would be occupied by the San Bruno police and 20% by BART, although much of the area would be shared space to avoid duplication of services and reduce costs. The cost of construction, yet to be determined, would be shared by San Bruno and BART, saving both money.

B. Temporary relocation of the existing CalTrain at Huntington Ave. and Sylvan to an area at I-380 and Huntington Ave.

In order to run BART to the airport, the existing CalTrain station at Huntington Ave. and Sylvan would have to be temporarily relocated (for up to three years) to an area at I-380 and Huntington Ave. Access and parking would be provided from Huntington Ave. on the west and San Mateo Ave. on the east. San Bruno could request that CalTrain make this relocation permanent. There would be increased security lighting, parking, and other amenities provided—all paid for by CalTrain. San Bruno would then have a transit district, with BART, CalTrain and SamTrans buses all located in one general area. Although no City funds are required, BART and SamTrans would save money by not relocating the station back to Huntington and Sylvan.

C. Pedestrian walkways and bicycle paths.

With a BART station and SamTrans bus facility located at Tanforan Shopping Center, and a new CalTrain station at Huntington and I-380, San Bruno is proposing a series of paved pedestrian walkways, bicycle paths and landscaping along Huntington Avenue connecting BART/SamTrans/ CalTrain and the Fifth Addition residential neighborhood on the north to Lion's Field and the Belle Aire Elementary School on the south. Bikeways may also be extended south along Huntington Ave. and San Antonio to Millbrae. These improvements will allow residents to walk or bicycle safely and conveniently to the transit stations (BART, SamTrans and CalTrain) as well as to local schools and sports fields. The vast majority of funds for these improvements would be provided as part of the BART extension. Some funds would come from private contributions and/or grants. A small amount may come from San Bruno.

IV. U. S. NAVY PROPERTY (El Camino and Sneath Lane across from the Tanforan Shopping Center)

In 1995, the City Council unanimously adopted a resolution supporting the retention of the San Bruno Naval Base Facilities in our City and encouraging the U. S. Department of Defense to "explore opportunities for enhanced economic utilization" of the site. The approximately 15 to 20 acre site, in the heart of the City, is perhaps the last large parcel of land available for development in San Bruno. Working with the Navy, San Bruno could encourage the development of the site with office space to meet the needs of the Navy, plus an Executive Conference Hotel Center. This would allow the Navy to remain in San Bruno while increasing property and occupancy tax revenues to the City by approximately \$750,000 to \$1,000,000 annually. No City funds are proposed to be used for development of the site.

V. CITY HALL/PUBLIC LIBRARY

With new Corporate Campus headquarters under construction in San Bruno, the Gap has pledged \$150,000 for a kids reading room at the Public Library. A private analysis of the Public Library and City Hall complex indicates there is insufficient floor space and parking, as well as poor handicapped accessibility, to meet present and future needs even with the donation from the Gap. Relocating police to the Tanforan BART station would help ease City Hall's space problem, but not the Public Library's. Additional parking, handicapped access, and maintenance costs on an aging structure, would be expensive.

The City Hall/Public Library complex is located on prime real estate on El Camino Real, which has the potential for generating substantial tax revenue if developed for private commercial use. The City could relocate City Hall and the Public Library to the downtown area, where land costs are less. This move would keep city services close to residents, make an investment in the long-term future of the downtown area, generate one-time funds from the sale of the El Camino property, and provide an on-going flow of taxes from the private use and development of the existing City Hall site. The total cost of a new City Hall and Public Library complex, however, would be more than the revenue from the sale of the existing complex and from the Gap's pledge.

VI. FINANCING

Every major municipal project is financed over time in the same way that private citizens finance major purchases. The city has several financing tools private citizens do not have. These include selling voter-approved bonds, selling Certificates of Participation (similar to bonds), fee increases, redevelopment funds, hotel taxes, new taxes and private charity.

One of the financing methods mentioned above is the use of redevelopment funds. Daly City, South San Francisco, Millbrae, Burlingame and other nearby cities use this mechanism for various city projects. San Bruno does not have the ability to use Redevelopment funds to assemble private properties for economic development and/or make economic improvements needed in the City. Because a Redevelopment Agency relies upon tax increments and not new taxes, it can accumulate funds for improvements without "costing" taxpayers more money.

Attachment #3

City of San Bruno

Blank Sample

Survey of Economic Development Priorities
City of San Bruno

June 1996

Precinct #

Dear San Bruno voter,

We want to hear from you! The Mayor and the City Council want to know how you feel about the economic future of our City. They established The Business and Economic Development Committee, comprised of key business leaders and local residents, to identify economic development priorities.

Please take a few minutes to respond to this survey and help us set priorities, assure sound financial planning and development, and establish a vision for the City for many years to come.

The survey is completely anonymous. Please return your completed survey in the enclosed postage-paid envelope by July 3rd, so that your opinions will be represented.

Your opinions matter!

San Bruno City Council

Ed Simon, Mayor
Irene K. O'Connell, Vice Mayor
Ken Ibarra, Councilmember
Chris Pallas, Councilmember
Jim Ruane, Councilmember

Business and Economic Development Committee

Jim Ruane, Chair
Ed Simon, Vice Chair
John Gieseke, Planning Commission Rep.
Tony Governale, Chamber of Commerce Rep.
John Hamilton, Member
Skip Henderson, San Bruno Park School District Rep.
Emile Hons, Member
Dennis Sammut, Member
Bob Stockton, Member

INSTRUCTIONS

For the topics listed below, please read each question and circle the number of the answer that best represents your opinion. Please read the survey Information Sheet for a discussion of each topic.

I. SAN BRUNO'S DOWNTOWN (SAN MATEO AVENUE)

- | | AGREE | DISAGREE | NO
OPINION |
|--|-------|----------|---------------|
| 1. I shop in the downtown/
San Mateo Avenue area. | 1 | 2 | 3 |
| 2. I think the downtown
area needs to be improved. | 1 | 2 | 3 |
| 3. I support the idea of major
improvements in San Bruno's
downtown area rather than
just cosmetic changes. | 1 | 2 | 3 |
| 4. If San Bruno's downtown
area were improved, I would
shop there. | 1 | 2 | 3 |

II. SAN BRUNO AVENUE (From the railroad tracks east to Highway 101)

- | | AGREE | DISAGREE | NO
OPINION |
|--|-------|----------|---------------|
| 5. This section of San Bruno
Avenue should be left just
the way it is. | 1 | 2 | 3 |
| 6. This section of San Bruno
Avenue should be widened
only where necessary to
allow safe left turns. | 1 | 2 | 3 |
| 7. This entire section of San
Bruno Avenue should be
widened to permit better
traffic flows, allow safe left
turns and provide additional
landscaping and beautification. | 1 | 2 | 3 |

III. BART/CALTRAIN/MASS TRANSIT ISSUES

A. Development of a joint BART/San Bruno police facility at the Tanforan Shopping Center.

NO
AGREE DISAGREE OPINION

- | | | | |
|--|---|---|---|
| 8. San Bruno's police station
should remain just where it is. | 1 | 2 | 3 |
| 9. I support a joint San Bruno/
BART police station at
Tanforan Shopping Center. | 1 | 2 | 3 |

B. Temporary relocation of the existing CalTrain at Huntington and Sylvan to an area at I-380 and Huntington.

NO
AGREE DISAGREE OPINION

- | | | | |
|--|---|---|---|
| 10. I use the San Bruno
CalTrain station. | 1 | 2 | 3 |
| 11. The CalTrain station should
be relocated permanently
to the area of I-380. | 1 | 2 | 3 |

C. Pedestrian and bicycle paths.

NO
AGREE DISAGREE OPINION

- | | | | |
|---|---|---|---|
| 12. I support the concept of
building pedestrian and
bicycle paths as the City
has proposed. | 1 | 2 | 3 |
|---|---|---|---|

IV. U. S. NAVY PROPERTY (El Camino and Sneath Lane, across from the Tanforan Shopping Center)

NO
AGREE DISAGREE OPINION

- | | | | |
|---|---|---|---|
| 13. The Navy site in San Bruno
should remain as it is. | 1 | 2 | 3 |
| 14. I support the use of the
Navy site to include Navy
offices and new development,
such as an Executive
Conference Hotel Center. | 1 | 2 | 3 |

V. CITY HALL/PUBLIC LIBRARY

NO
AGREE DISAGREE OPINION

- | | | | |
|--|---|---|---|
| 15. The City Hall and Public
Library should remain
where they are. | 1 | 2 | 3 |
| 16. I support the relocation of the
City Hall and Public Library
to the downtown area. | 1 | 2 | 3 |

Attachment #4

City of San Bruno

Results Presentation

Survey of Economic Development Priorities
City of San Bruno

June/July 1996

City of San Bruno

**Survey of
Economic Development
Priorities**

June-July 1996

Results Presentation

Elliott Brown & Associates

City of San Bruno

Survey of Economic Development Priorities

Response Statistics—Population

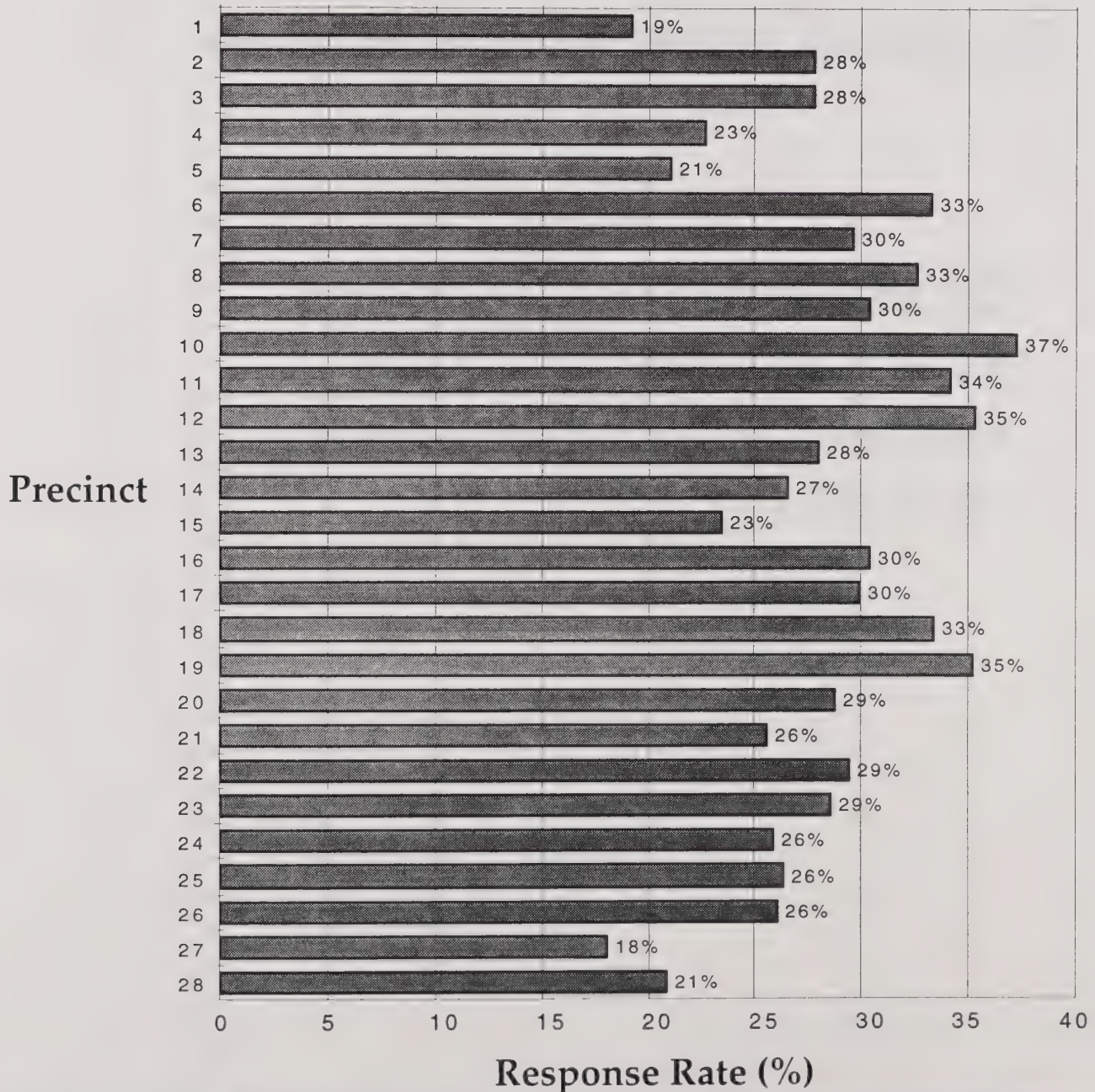
**Of 18,360 surveys delivered,
5,139 were completed and
returned, for a response rate
of 28.0%**

City of San Bruno

Survey of Economic Development Priorities

Response Statistics—by Precinct (est.)

(See Addendum for Precinct Maps)



Elliott Brown & Associates

City of San Bruno

Survey of Economic Development Priorities

Respondent Demographics— Length of Residency

<u>Length of Residency</u>	<u>%</u>
One year or less	1.4
1 to 3 years	6.2
3 to 5 years	5.7
5 to 10 years	11.7
More than 10 years	75.0

City of San Bruno

Survey of Economic Development Priorities

I. San Bruno's Downtown

	<u>% Agree</u>	<u>% Disagree</u>	<u>% No Opinion</u>	<u>% No Response</u>
1. I shop in the downtown/ San Mateo Avenue area.	43.2	41.3	10.7	4.8
2. I think the downtown area needs to be improved.	73.4	15.5	8.0	3.1
3. I support the idea of major improvements in San Bruno's downtown area rather than just cosmetic changes.	59.2	26.6	10.3	3.9
4. If San Bruno's downtown area were improved, I would shop there.	62.7	16.3	15.7	5.2

City of San Bruno

Survey of Economic Development Priorities

II. San Bruno Avenue

(From the railroad tracks east to Highway 101)

	<u>% Agree</u>	<u>% Disagree</u>	<u>% No Opinion</u>	<u>% No Response</u>
5. This section of San Bruno Avenue should be left just as it is.	26.3	54.5	10.9	8.3
6. This section of San Bruno Avenue should be widened <i>only where necessary</i> to allow safe left turns.	41.7	38.9	11.0	8.4
7. This <i>entire</i> section of San Bruno Avenue should be widened to permit better traffic flows, allow safe left turns <i>and</i> provide additional landscaping and beautification.	49.4	33.4	11.2	6.0

City of San Bruno

Survey of Economic Development Priorities

III. BART/CalTrain/Mass Transit Issues

A. Development of a joint BART/San Bruno police facility at the Tanforan Shopping Center.

	<u>% Agree</u>	<u>% Disagree</u>	<u>% No Opinion</u>	<u>% No Response</u>
8. San Bruno's police station should remain just where it is.	49.3	32.2	11.7	6.8
9. I support a joint San Bruno/ BART police station at Tanforan Shopping Center.	51.7	34.2	9.4	4.7

City of San Bruno

Survey of Economic Development Priorities

III. BART/CalTrain/Mass Transit Issues

B. Temporary relocation of the existing CalTrain at Huntington and Sylvan to an area at I-380 and Huntington.

	<u>% Agree</u>	<u>% Disagree</u>	<u>% No Opinion</u>	<u>% No Response</u>
10. I use the San Bruno CalTrain station.	17.7	53.3	22.4	6.7
11. The CalTrain station should be relocated permanently to the area of I-380.	36.6	22.9	36.2	4.3

City of San Bruno

Survey of Economic Development Priorities

III. BART/CalTrain/Mass Transit Issues

C. Pedestrian and bicycle paths.

	<u>% Agree</u>	<u>% Disagree</u>	<u>% No Opinion</u>	<u>% No Response</u>
12. I support the concept of building pedestrian and bicycle paths as the City has proposed.	70.2	15.6	11.9	2.4

City of San Bruno

Survey of Economic Development Priorities

IV. U. S. Navy Property

**(El Camino and Sneath Lane, across from the
Tanforan Shopping Center)**

	<u>% Agree</u>	<u>% Disagree</u>	<u>% No Opinion</u>	<u>% No Response</u>
13. The Navy site in San Bruno should remain as it is.	34.6	37.3	18.3	9.7
14. I support the use of the Navy site to include Navy offices and new development such as an Executive Conference Hotel Center.	63.6	19.2	13.4	3.8

City of San Bruno

Survey of Economic Development Priorities

IV. City Hall/Public Library

	<u>% Agree</u>	<u>% Disagree</u>	<u>% No Opinion</u>	<u>% No Response</u>
15. The City Hall and Public Library should remain where they are.	64.5	22.2	8.4	4.8
16. I support the relocation of the City Hall and Public Library to the downtown area.	24.0	59.8	10.0	6.2
17. I support the relocation of the City Hall and Public Library, but to a suitable location other than downtown.	18.0	56.6	17.9	7.6

City of San Bruno

Survey of Economic Development Priorities

IV. Financing

18. . . . which of the following financing methods are acceptable to you?

	<u>% Choosing</u>
Bond issue	54.3
New tax on airport parking lots	40.4
Fund raising drive from private sponsors	38.9
Increased hotel tax	32.8
Redevelopment funds	28.4
Certificates of Participation	24.0
Increased business taxes	21.8
Increased user fees for City services	9.4
Other sources (total)	5.1

	<u>% Agree</u>	<u>% Disagree</u>	<u>% No Opinion</u>	<u>% No Response</u>
19. I support establishing a Redevelopment Agency in San Bruno.	46.9	24.4	18.6	10.1

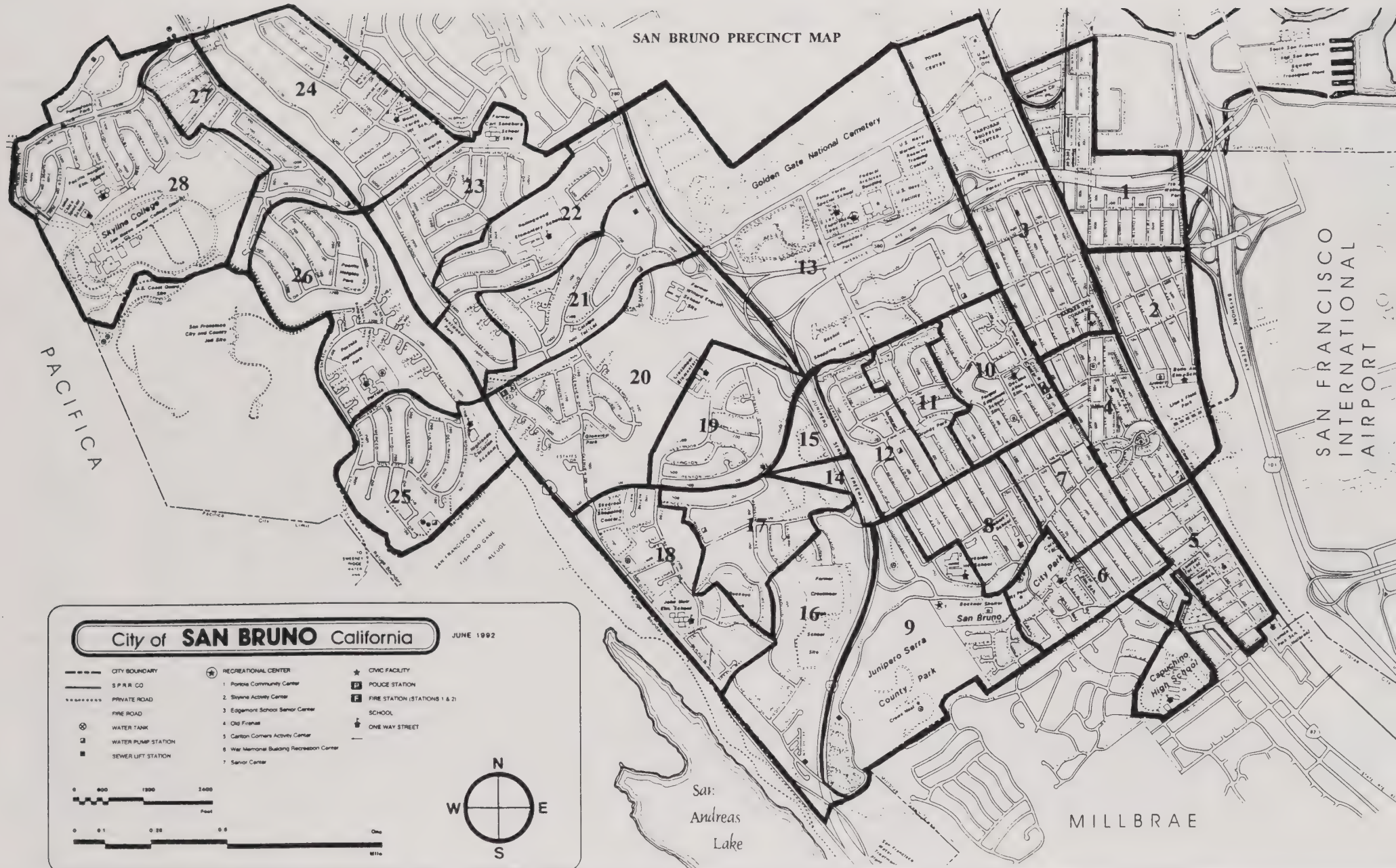
Elliott Brown & Associates

Question 18: Other Sources of Financing

Note: In response to Question 18, choice 9 (“Other sources not mentioned above, such as _____”), 260 respondents suggested additional sources of funding. Some suggested more than one additional source. The following represents a summary of those responses. The number following each category is the number of times the source was mentioned.

- Increased taxes on gaming/gambling (113)
- Federal, State or County funding sources (21)
- Reduce number and/or pay of City staff (18)
- Private or corporate donations; fundraising (18)
- Additional sales or property taxes, user fees and permits (17)
- BART, CalTrans or airport (13)
- Better utilization/prioritization of City funds (12)
- Sell owned or confiscated property (7)
- Incentives/tax cuts for business to spur expansion/improvements (6)
- Traffic and other fines (5)
- Street fairs, markets, festivals, shows (5)
- Parking meters downtown or Tanforan (4)
- Volunteer participation in improvements (4)
- No tax increases (3)
- San Bruno lottery/gambling (3)
- New City-operated businesses (3)
- Special improvement districts (2)
- Other (9)

SAN BRUNO PRECINCT MAP



		Precinct																												Prc...
Total Sample		01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	
Precinct																														
Percent of Total																														
01	2.2	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
02	3.6	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
03	4.3	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
04	3.3	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
05	3.2	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
06	3.9	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
07	4.3	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
08	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
09	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
10	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
11	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
12	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
13	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
14	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
15	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
16	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
17	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
18	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
19	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
20	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
21	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
22	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	
23	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	
24	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	
25	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	
26	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	
27	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	
28	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	
Missing	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142	
1. I shop in the downtown/San Mateo Avenue area.																														
% Responding																														
Agree	43.2	58.0	68.1	58.3	60.5	46.7	44.4	43.6	47.8	41.0	44.0	37.0	37.9	33.3	46.3	48.1	43.8	33.1	40.7	39.5	38.4	37.7	36.8	41.4	30.5	37.1	46.1	36.0	37.3	
Disagree	41.3	29.5	20.0	26.9	28.5	36.5	39.9	39.1	38.4	48.3	38.5	40.2	44.9	48.9	42.3	38.7	43.3	51.5	40.7	43.2	48.5	50.3	42.6	48.7	48.8	52.4	33.5	49.1	44.4	
No Opinion	10.7	8.0	7.6	10.3	9.3	15.0	8.6	12.3	8.6	9.0	10.3	10.3	9.3	13.8	9.8	9.4	9.3	10.1	8.2	9.1	9.6	10.4	15.8	7.3	17.2	8.2	16.8	9.6	16.2	
Missing	4.8	4.5	4.3	4.5	1.7	1.8	7.1	5.0	5.2	1.7	7.1	12.5	7.9	4.0	1.6	3.8	3.6	5.3	10.3	8.2	3.5	1.6	4.8	2.6	3.4	2.4	3.6	5.3	2.1	
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142	

		Precinct																											
Total Sample		01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
2. I think the downtown area needs to be improved.																													
% Responding																													
Agree	73.4	67.0	73.0	70.4	81.4	81.4	68.7	70.9	82.3	84.3	77.8	81.0	75.8	77.0	76.4	81.1	73.2	71.0	58.8	65.4	74.2	69.9	70.3	72.8	69.5	70.0	77.2	71.1	64.1
Disagree	15.5	23.2	13.0	21.1	10.5	10.8	15.2	15.0	9.9	7.3	12.7	10.3	18.5	10.9	12.2	10.4	20.6	19.5	26.8	18.5	18.7	20.2	18.2	13.6	14.8	17.6	9.0	12.3	21.8
No Opinion	8.0	8.0	9.7	4.9	6.4	6.6	11.1	9.5	4.3	7.3	6.3	4.9	2.6	10.3	10.6	3.8	5.2	5.3	8.8	10.7	4.5	7.7	9.6	11.5	13.3	11.2	10.2	13.2	10.6
Missing	3.1	1.8	4.3	3.6	1.7	1.2	5.1	4.5	3.4	1.1	3.2	3.8	3.1	1.7	0.8	4.7	1.0	4.1	5.7	5.3	2.5	2.2	1.9	2.1	2.5	1.2	3.6	3.5	3.5
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
3. I support the idea of major improvements...rather than cosmetic changes.																													
% Responding																													
Agree	59.2	53.6	63.2	63.7	69.8	65.3	56.6	62.3	67.7	73.6	61.9	64.7	61.2	65.5	61.0	67.0	56.2	55.0	41.8	52.3	54.5	55.2	59.3	55.0	50.7	54.1	61.1	50.0	52.8
Disagree	26.6	33.9	20.0	25.6	20.9	21.0	27.8	24.5	20.7	14.0	24.2	21.2	28.2	23.6	20.3	17.0	33.5	30.8	42.3	29.2	33.3	30.1	29.2	28.8	29.1	28.2	19.2	32.5	35.2
No Opinion	10.3	9.8	12.4	8.1	6.4	9.0	8.1	9.5	5.2	11.2	7.5	7.6	6.2	8.0	16.3	13.2	7.2	11.8	9.8	10.3	9.1	12.6	10.0	14.7	17.2	16.5	15.0	12.3	9.9
Missing	3.9	2.7	4.3	2.7	2.9	4.8	7.6	3.6	6.5	1.1	6.3	6.5	4.4	2.9	2.4	2.8	3.1	2.4	6.2	8.2	3.0	2.2	1.4	1.6	3.0	1.2	4.8	5.3	2.1
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
4. If SB's downtown area were improved, I would shop there.																													
% Responding																													
Agree	62.7	51.8	70.3	65.0	70.9	73.1	59.1	63.6	68.1	66.9	71.0	65.2	63.9	66.7	68.3	70.8	59.3	60.4	49.0	55.6	58.6	58.5	66.5	57.6	61.6	55.3	68.3	50.9	54.9
Disagree	16.3	21.4	10.8	15.7	8.7	10.2	14.6	15.0	9.9	11.8	9.9	14.7	19.4	14.9	8.1	10.4	20.6	18.9	25.3	20.2	21.7	20.8	18.7	19.4	18.2	25.3	10.2	23.7	19.0
No Opinion	15.7	18.8	13.5	13.9	16.9	12.6	19.2	15.5	13.4	19.1	11.9	12.5	12.3	14.9	19.5	15.1	16.5	16.0	14.9	16.0	14.1	16.9	12.0	19.9	16.7	16.5	16.8	20.2	23.9
Missing	5.2	8.0	5.4	5.4	3.5	4.2	7.1	5.9	8.6	2.2	7.1	7.6	4.4	3.4	4.1	3.8	3.6	4.7	10.8	8.2	5.6	3.8	2.9	3.1	3.4	2.9	4.8	5.3	2.1
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
5. This section of San Bruno Ave should be left just the way it is.																													
% Responding																													
Agree	26.3	40.2	37.3	30.5	27.9	28.7	29.3	26.4	25.9	25.3	25.8	23.4	27.3	17.8	23.6	17.9	27.3	25.4	35.1	30.0	20.7	32.2	24.9	22.5	23.6	18.8	19.2	16.7	28.2
Disagree	54.5	41.1	48.1	52.9	50.0	53.9	49.0	47.7	54.3	57.9	56.0	62.0	53.7	59.2	61.8	57.5	51.5	57.4	47.4	51.0	57.6	48.6	60.3	61.3	52.7	61.2	60.5	61.4	54.2
No Opinion	10.9	6.2	8.1	8.5	15.1	10.8	13.1	10.9	9.9	12.9	10.3	6.5	8.8	14.4	10.6	14.2	13.9	8.9	6.2	9.1	13.1	12.0	10.0	11.5	14.8	13.5	10.8	14.9	9.2
Missing	8.3	12.5	6.5	8.1	7.0	6.6	8.6	15.0	9.9	3.9	7.9	8.2	10.1	8.6	4.1	10.4	7.2	8.3	11.3	9.9	8.6	7.1	4.8	4.7	8.9	6.5	9.6	7.0	8.5
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
6. This section...s/b widened only where necessary...																													
% Responding																													
Agree	41.7	42.0	37.3	39.0	43.6	35.3	41.4	38.2	40.9	44.4	51.6	38.0	38.8	43.1	40.7	33.0	44.8	40.8	43.3	38.7	40.4	38.8	40.2	48.2	48.3	48.8	43.7	40.4	38.0
Disagree	38.9	41.1	47.0	44.4	37.2	47.9	37.9	32.3	40.1	38.8	32.9	41.8	41.0	31.0	41.5	40.6	35.6	43.8	37.6	41.2	42.9	38.8	40.7	36.6	32.0	32.9	35.3	36.8	42.3
No Opinion	11.0	8.9	7.6	6.7	12.8	7.8	13.6	13.2	9.1	10.7	6.7	12.0	11.5	14.9	10.6	16.0	13.4	10.7	7.7	10.7	7.6	12.6	13.4	12.6	12.3	11.8	12.0	14.9	12.0
Missing	8.4	8.0	8.1	9.9	6.4	9.0	7.1	16.4	9.9	6.2	8.7	8.2	8.8	10.9	7.3	10.4	6.2	4.7	11.3	9.5	9.1	9.8	5.7	2.6	7.4	6.5	9.0	7.9	7.7
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142

		Precinct																											
Total Sample		01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
7. This section...s/b widened...traffic flows,safe left turns, landscaping...																													
% Responding																													
Agree	49.4	45.5	46.5	49.3	50.6	58.1	36.4	54.5	51.3	47.8	46.0	52.7	48.5	56.3	56.1	52.8	47.9	48.5	35.6	46.1	46.5	44.8	53.1	49.7	50.2	47.1	65.9	50.9	50.7
Disagree	33.4	34.8	39.5	40.8	29.1	28.1	41.9	26.8	32.3	35.4	32.1	28.3	36.1	23.6	30.1	31.1	35.6	36.1	44.3	33.7	37.4	37.2	34.9	35.6	28.1	30.0	20.4	32.5	35.2
No Opinion	11.2	13.4	9.2	5.4	15.1	9.6	14.1	10.5	10.8	12.4	12.3	9.8	8.4	14.4	13.0	9.4	10.8	6.5	9.3	10.3	9.6	12.6	9.6	12.6	18.2	18.8	9.0	14.0	9.2
Missing	6.0	6.2	4.9	4.5	5.2	4.2	7.6	8.2	5.6	4.5	9.5	9.2	7.0	5.7	0.8	6.6	5.7	8.9	10.8	9.9	6.6	5.5	2.4	2.1	3.4	4.1	4.8	2.6	4.9
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
8. SB's police station should remain just where it is.																													
% Responding																													
Agree	49.3	54.5	59.5	49.8	67.4	55.7	55.1	58.2	49.6	51.7	61.1	54.3	57.3	32.8	39.0	35.8	53.6	46.2	51.5	56.4	41.9	42.1	46.4	37.2	36.9	37.6	47.3	44.7	35.9
Disagree	32.2	25.0	25.9	31.8	18.6	29.9	23.7	20.5	31.0	34.3	25.4	27.7	24.7	42.5	38.2	38.7	30.9	38.5	32.5	26.3	42.9	39.9	30.6	41.9	41.9	37.6	34.7	36.0	45.1
No Opinion	11.7	10.7	8.1	11.7	10.5	7.8	12.1	10.9	14.2	9.0	6.7	9.8	10.1	12.6	18.7	21.7	12.9	8.9	7.2	8.6	10.1	12.0	16.7	16.2	13.3	17.6	13.2	11.4	12.0
Missing	6.8	9.8	6.5	6.7	3.5	6.6	9.1	10.5	5.2	5.1	6.7	8.2	7.9	12.1	4.1	3.8	2.6	6.5	8.8	8.6	5.1	6.0	6.2	4.7	7.9	7.1	4.8	7.9	7.0
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
9. I support a joint SB/BART police station at Tanforan																													
% Responding																													
Agree	51.7	50.9	45.9	52.0	34.9	49.7	42.9	40.0	47.0	55.6	40.1	48.9	44.9	64.4	61.0	65.1	48.5	52.1	46.9	45.7	58.6	58.5	55.5	57.1	63.1	62.4	53.3	59.6	69.0
Disagree	34.2	38.4	36.2	34.5	49.4	37.1	40.9	42.7	40.5	27.0	42.1	32.6	42.3	21.8	26.0	18.9	37.1	38.5	41.8	40.7	28.3	29.0	32.5	30.4	25.1	25.9	28.7	28.1	19.0
No Opinion	9.4	7.1	13.0	10.8	13.4	8.4	8.1	11.8	7.3	10.7	11.9	7.6	5.7	9.2	11.4	10.4	10.8	6.5	5.7	7.0	9.1	9.3	9.6	11.0	8.9	10.0	12.0	7.9	9.2
Missing	4.7	3.6	4.9	2.7	2.3	4.8	8.1	5.5	5.2	6.7	6.0	10.9	7.0	4.6	1.6	5.7	3.6	3.0	5.7	6.6	4.0	3.3	2.4	1.6	3.0	1.8	6.0	4.4	2.8
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
10. I use the SB CalTrain station.																													
% Responding																													
Agree	17.7	25.0	38.4	25.6	36.6	31.1	20.7	21.4	16.4	10.1	20.6	15.2	14.1	16.7	22.0	17.9	10.3	11.2	7.7	10.3	15.2	19.1	19.1	13.1	8.9	15.3	13.2	13.2	10.6
Disagree	53.3	45.5	37.3	45.7	35.5	39.5	42.9	48.2	52.2	62.4	42.5	55.4	51.1	53.4	59.3	51.9	58.8	62.7	59.3	61.7	59.1	57.9	53.6	64.4	64.0	63.5	52.1	57.9	59.2
No Opinion	22.4	25.9	19.5	19.7	23.8	22.2	24.7	22.3	23.3	24.2	28.2	16.3	24.7	22.4	17.9	25.5	26.3	18.9	24.2	17.7	20.7	18.6	22.5	19.4	23.2	15.9	26.9	24.6	28.2
Missing	6.7	3.6	4.9	9.0	4.1	7.2	11.6	8.2	8.2	3.4	8.7	13.0	10.1	7.5	0.8	4.7	4.6	7.1	8.8	10.3	5.1	4.4	4.8	3.1	3.9	5.3	7.8	4.4	2.1
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
11. The CalTrain station s/b relocated permanently to the area of I-380																													
% Responding																													
Agree	36.6	36.6	27.6	37.7	31.4	32.3	34.3	29.5	36.2	33.7	31.7	45.1	33.9	39.7	37.4	33.0	46.4	38.5	35.1	37.9	37.4	46.4	41.1	44.5	35.0	35.3	41.3	36.8	30.3
Disagree	22.9	42.9	46.5	35.4	39.0	35.9	28.3	30.0	27.6	11.8	23.8	20.7	26.0	15.5	18.7	19.8	18.6	18.3	24.2	16.0	20.2	18.6	16.7	14.7	14.8	11.2	12.6	17.5	13.4
No Opinion	36.2	18.8	21.1	22.4	27.3	29.9	30.3	34.1	33.2	50.0	37.3	31.0	35.2	39.1	42.3	43.4	33.0	37.9	35.6	39.1	38.9	31.1	39.7	38.2	45.3	50.0	41.3	39.5	54.2
Missing	4.3	1.8	4.9	4.5	2.3	1.8	7.1	6.4	3.0	4.5	7.1	3.3	4.8	5.7	1.6	3.8	2.1	5.3	5.2	7.0	3.5	3.8	2.4	2.6	4.9	3.5	4.8	6.1	2.1
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142

		Precinct																											
Total Sample		01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
12. I support...pedestrian and bicycle paths....																													
% Responding																													
Agree	70.2	66.1	67.6	67.7	72.1	67.7	67.2	66.8	69.4	72.5	71.0	66.8	67.0	73.6	81.3	77.4	67.5	74.0	67.0	64.2	70.2	70.5	71.8	78.0	68.0	71.2	76.0	71.1	71.8
Disagree	15.6	22.3	18.9	15.2	17.4	17.4	15.2	16.8	16.4	12.4	13.1	13.0	22.5	6.9	6.5	8.5	20.1	10.7	22.2	18.9	16.2	18.0	16.3	9.4	15.3	14.1	12.0	20.2	14.8
No Opinion	11.9	10.7	9.2	13.0	9.9	13.2	12.1	13.2	10.8	13.5	12.3	16.8	8.8	15.5	12.2	11.3	11.9	11.2	6.2	14.4	12.1	11.5	11.0	11.5	14.8	14.1	10.8	7.0	12.0
Missing	2.4	0.9	4.3	4.0	0.6	1.8	5.6	3.2	3.4	1.7	3.6	3.3	1.8	4.0	0.0	2.8	0.5	4.1	4.6	2.5	1.5	0.0	1.0	1.0	2.0	0.6	1.2	1.8	1.4
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
13. The Navy site in SB should remain as it is.																													
% Responding																													
Agree	34.6	42.9	48.1	41.7	48.3	42.5	31.3	35.0	34.9	29.2	29.8	32.1	40.5	31.0	43.1	24.5	27.3	28.4	38.1	34.6	29.3	31.7	39.7	29.3	31.5	26.5	32.9	36.0	30.3
Disagree	37.3	28.6	27.0	29.6	19.8	34.7	40.4	34.1	35.8	44.9	39.3	44.0	32.2	40.2	36.6	34.9	46.9	49.1	34.0	37.4	42.4	36.6	40.2	36.1	38.9	45.3	35.3	39.5	40.8
No Opinion	18.3	19.6	18.9	17.5	23.3	16.2	18.7	15.5	15.9	18.5	21.8	14.1	19.4	18.4	17.9	32.1	18.6	13.6	14.4	15.2	17.2	22.4	14.8	25.1	20.2	19.4	18.0	17.5	16.9
Missing	9.7	8.9	5.9	11.2	8.7	6.6	9.6	15.5	13.4	7.3	9.1	9.8	7.9	10.3	2.4	8.5	7.2	8.9	13.4	12.8	11.1	9.3	5.3	9.4	9.4	8.8	13.8	7.0	12.0
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
14. I support [development] of the Navy site, such as...Hotel Center																													
% Responding																													
Agree	63.6	60.7	50.3	57.0	60.5	58.1	60.1	64.1	63.4	68.5	61.5	64.7	54.2	67.8	57.7	64.2	65.5	70.4	60.3	63.4	73.2	57.9	69.4	67.0	68.0	75.3	70.7	59.6	67.6
Disagree	19.2	24.1	29.2	23.3	16.9	20.4	16.2	16.4	19.4	14.6	14.7	19.6	26.4	16.1	22.8	15.1	18.6	19.5	23.7	21.8	15.7	21.9	18.2	16.8	19.2	11.8	15.0	24.6	16.2
No Opinion	13.4	15.2	16.2	15.7	20.3	19.2	16.2	16.4	12.1	15.2	16.7	8.2	13.7	12.1	16.3	18.9	11.9	7.7	9.8	8.2	8.6	17.5	10.5	14.1	10.8	12.4	12.0	10.5	14.1
Missing	3.8	0.0	4.3	4.0	2.3	2.4	7.6	3.2	5.2	1.7	7.1	7.6	5.7	4.0	3.3	1.9	4.1	2.4	6.2	6.6	2.5	2.7	1.9	2.1	2.0	0.6	2.4	5.3	2.1
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
15. City Hall and Library should remain where they are.																													
% Responding																													
Agree	64.5	69.6	68.1	68.2	70.9	64.7	61.6	76.4	64.2	67.4	75.4	69.6	70.0	51.7	53.7	55.7	62.4	63.3	62.9	72.4	62.6	57.9	69.4	61.3	53.7	53.5	61.1	62.3	59.2
Disagree	22.2	20.5	18.9	19.3	16.3	26.3	19.2	11.8	23.7	20.2	13.1	19.6	17.2	28.7	33.3	29.2	26.8	26.0	24.2	17.3	26.3	27.9	18.7	23.0	24.1	32.9	26.3	22.8	23.2
No Opinion	8.4	5.4	7.6	7.6	8.7	6.0	11.1	5.5	5.6	10.7	7.1	5.4	7.0	13.2	11.4	9.4	7.2	8.3	5.7	5.8	7.6	10.4	7.2	12.6	15.8	8.2	8.4	9.6	12.7
Missing	4.8	4.5	5.4	4.9	4.1	3.0	8.1	6.4	6.5	1.7	4.4	5.4	5.7	6.3	1.6	5.7	3.6	2.4	7.2	4.5	3.5	3.8	4.8	3.1	6.4	5.3	4.2	5.3	4.9
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
16. I support the relocation of the City Hall and Library to downtown.																													
% Responding																													
Agree	24.0	25.0	25.4	19.7	23.3	28.1	23.2	17.7	23.7	15.7	16.3	19.0	18.9	32.8	39.0	24.5	25.8	23.7	24.2	19.3	29.8	25.7	20.1	25.1	29.6	28.8	25.7	28.9	27.5
Disagree	59.8	60.7	59.5	61.0	60.5	56.3	58.1	64.1	62.5	65.2	66.3	66.3	67.0	46.0	46.3	51.9	60.3	60.9	57.7	62.1	58.6	51.4	68.9	66.0	50.2	56.5	62.3	53.5	57.7
No Opinion	10.0	12.5	9.7	13.5	10.5	10.8	9.1	8.6	4.7	11.2	9.5	7.6	6.6	12.6	12.2	17.9	10.8	10.1	6.7	8.2	8.1	15.8	8.1	6.3	16.7	11.2	7.2	10.5	12.0
Missing	6.2	1.8	5.4	5.8	5.8	4.8	9.6	9.5	9.1	7.9	7.9	7.1	7.5	8.6	2.4	5.7	3.1	5.3	11.3	10.3	3.5	7.1	2.9	2.6	3.4	3.5	4.8	7.0	2.8
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142

		Precinct																											
Total Sample		01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
17. I support the relocation of City Hall and Library to other than downtown.																													
% Responding																													
Agree	18.0	17.0	5.9	14.3	9.3	12.6	11.6	12.7	18.5	15.2	11.9	24.5	16.3	23.0	22.8	26.4	17.0	19.5	13.4	16.0	17.2	25.1	22.5	25.1	17.7	31.2	25.7	22.8	21.8
Disagree	56.6	57.1	65.4	60.1	70.3	60.5	59.1	60.0	59.1	57.3	65.1	55.4	61.2	44.8	48.0	43.4	62.9	59.2	56.7	58.0	59.1	49.2	55.0	52.9	50.7	42.9	47.3	50.0	54.2
No Opinion	17.9	20.5	22.2	20.6	12.8	18.6	20.2	15.9	12.9	20.8	13.5	7.6	13.2	23.6	24.4	22.6	16.0	15.4	16.0	16.0	17.7	21.3	17.2	17.3	24.1	20.6	21.6	20.2	19.7
Missing	7.6	5.4	6.5	4.9	7.6	8.4	9.1	11.4	9.5	6.7	9.5	12.5	9.3	8.6	4.9	7.5	4.1	5.9	13.9	9.9	6.1	4.4	5.3	4.7	7.4	5.3	5.4	7.0	4.2
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
Acceptable financing methods: Bond issue																													
% Responding																													
Not Checked	45.7	48.2	54.1	52.9	50.0	49.7	49.0	56.4	44.0	39.9	49.2	37.5	50.2	36.2	35.8	44.3	45.4	42.0	50.5	50.6	46.5	41.0	40.7	41.9	42.4	45.3	40.1	38.6	43.0
Checked	54.3	51.8	45.9	47.1	50.0	50.3	51.0	43.6	56.0	60.1	50.8	62.5	49.8	63.8	64.2	55.7	54.6	58.0	49.5	49.4	53.5	59.0	59.3	58.1	57.6	54.7	59.9	61.4	57.0
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
Acceptable financing methods: Cert of Part																													
% Responding																													
Not Checked	76.0	74.1	82.2	77.6	76.2	79.0	79.3	78.2	75.9	70.8	83.7	72.8	78.0	69.0	66.7	73.6	79.9	73.4	83.0	77.4	73.7	74.9	78.9	70.7	68.0	74.1	77.2	76.3	72.5
Checked	24.0	25.9	17.8	22.4	23.8	21.0	20.7	21.8	24.1	29.2	16.3	27.2	22.0	31.0	33.3	26.4	20.1	26.6	17.0	22.6	26.3	25.1	21.1	29.3	32.0	25.9	22.8	23.7	27.5
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
Acceptable financing methods: Inc user fees																													
% Responding																													
Not Checked	90.6	92.0	94.1	90.1	94.2	94.0	92.4	92.7	88.8	91.0	92.1	92.9	92.1	86.8	82.9	91.5	90.7	89.9	90.2	93.0	88.9	90.7	91.4	91.6	88.2	92.9	88.6	82.5	84.5
Checked	9.4	8.0	5.9	9.9	5.8	6.0	7.6	7.3	11.2	9.0	7.9	7.1	7.9	13.2	17.1	8.5	9.3	10.1	9.8	7.0	11.1	9.3	8.6	8.4	11.8	7.1	11.4	17.5	15.5
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
Acceptable financing methods: Inc business tax																													
% Responding																													
Not Checked	78.2	67.0	78.9	74.0	77.9	83.2	77.8	77.3	75.0	75.8	79.0	80.4	77.5	81.0	83.7	80.2	83.0	82.2	78.4	75.3	83.3	83.1	78.5	73.8	78.3	75.9	78.4	73.7	73.9
Checked	21.8	33.0	21.1	26.0	22.1	16.8	22.2	22.7	25.0	24.2	21.0	19.6	22.5	19.0	16.3	19.8	17.0	17.8	21.6	24.7	16.7	16.9	21.5	26.2	21.7	24.1	21.6	26.3	26.1
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
Acceptable financing methods: Redev funds																													
% Responding																													
Not Checked	71.6	85.7	78.9	71.3	75.6	74.3	76.8	78.6	65.1	68.0	73.4	66.8	67.4	70.1	68.3	68.9	69.6	65.7	80.9	71.6	65.2	68.9	73.7	67.5	70.4	65.9	73.7	76.3	71.1
Checked	28.4	14.3	21.1	28.7	24.4	25.7	23.2	21.4	34.9	32.0	26.6	33.2	32.6	29.9	31.7	31.1	30.4	34.3	19.1	28.4	34.8	31.1	26.3	32.5	29.6	34.1	26.3	23.7	28.9
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142

		Precinct																											
	Total Sample	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Acceptable financing methods: Inc hotel tax																													
% Responding																													
Not Checked	67.2	59.8	60.0	69.5	75.6	71.3	68.2	60.9	63.4	64.0	68.7	65.8	69.2	73.0	72.4	68.9	71.6	66.3	72.7	67.1	68.2	66.1	61.7	55.0	70.0	70.0	71.9	68.4	64.1
Checked	32.8	40.2	40.0	30.5	24.4	28.7	31.8	39.1	36.6	36.0	31.3	34.2	30.8	27.0	27.6	31.1	28.4	33.7	27.3	32.9	31.8	33.9	38.3	45.0	30.0	30.0	28.1	31.6	35.9
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
Acceptable financing methods: New tax on pkg																													
% Responding																													
Not Checked	59.6	52.7	48.1	57.4	68.0	66.5	62.1	55.5	53.9	53.4	58.3	61.4	60.4	68.4	68.3	66.0	67.0	58.0	60.3	57.2	60.1	59.6	55.0	55.0	58.1	63.5	59.9	67.5	58.5
Checked	40.4	47.3	51.9	42.6	32.0	33.5	37.9	44.5	46.1	46.6	41.7	38.6	39.6	31.6	31.7	34.0	33.0	42.0	39.7	42.8	39.9	40.4	45.0	45.0	41.9	36.5	40.1	32.5	41.5
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
Acceptable financing methods: Fund raising																													
% Responding																													
Not Checked	61.1	65.2	62.7	54.7	61.0	64.1	59.6	64.5	65.1	64.6	70.2	66.3	74.4	48.3	49.6	52.8	68.0	60.9	67.0	64.2	60.6	59.6	54.1	50.8	51.7	57.6	62.9	60.5	55.6
Checked	38.9	34.8	37.3	45.3	39.0	35.9	40.4	35.5	34.9	35.4	29.8	33.7	25.6	51.7	50.4	47.2	32.0	39.1	33.0	35.8	39.4	40.4	45.9	49.2	48.3	42.4	37.1	39.5	44.4
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
Acceptable financing methods: Other																													
% Responding																													
Not Checked	94.9	99.1	90.8	93.7	92.4	93.4	93.4	95.5	94.0	94.9	94.0	97.3	94.3	97.7	96.7	94.3	95.9	96.4	91.8	93.8	97.0	94.5	95.7	95.3	97.0	95.3	94.6	93.9	96.5
Checked	5.1	0.9	9.2	6.3	7.6	6.6	6.6	4.5	6.0	5.1	6.0	2.7	5.7	2.3	3.3	5.7	4.1	3.6	8.2	6.2	3.0	5.5	4.3	4.7	3.0	4.7	5.4	6.1	3.5
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142
19. I support establishing a Redevelopment Agency in SB.																													
% Responding																													
Agree	46.9	45.5	40.0	44.8	50.0	46.1	45.5	42.3	45.7	47.8	42.9	53.3	45.4	50.6	53.7	53.8	50.0	46.2	40.7	46.5	55.6	48.1	45.9	48.7	46.3	53.5	47.3	39.5	41.5
Disagree	24.4	29.5	30.3	28.7	20.3	19.2	26.8	25.9	28.4	18.5	28.2	19.6	27.8	15.5	13.8	18.9	25.3	26.6	33.0	28.4	19.2	25.7	25.4	22.0	24.6	18.8	17.4	32.5	26.1
No Opinion	18.6	17.9	18.9	15.7	20.9	23.4	15.7	22.3	15.1	21.3	15.5	14.7	12.8	22.4	23.6	17.0	17.0	15.4	16.5	13.2	16.2	19.7	20.1	23.6	21.7	20.0	24.6	19.3	26.1
Missing	10.1	7.1	10.8	10.8	8.7	11.4	12.1	9.5	10.8	12.4	13.5	12.5	14.1	11.5	8.9	10.4	7.7	11.8	9.8	11.9	9.1	6.6	8.6	5.8	7.4	7.6	10.8	8.8	6.3
Respondents	5139	112	185	223	172	167	198	220	232	178	252	184	227	174	123	106	194	169	194	243	198	183	209	191	203	170	167	114	142

		Precinct																											
Total Sample		01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
20. How long have you been a resident of San Bruno?																													
% Responding																													
< 1 yr	1.4	0.0	1.1	1.4	2.3	4.3	0.5	0.9	0.4	3.4	0.8	0.6	0.9	2.9	2.5	2.8	1.0	0.6	0.5	1.2	1.0	1.1	0.5	0.0	0.0	1.2	1.8	7.0	1.4
1-3 years	6.2	5.4	5.6	5.5	6.4	11.8	2.6	5.0	6.1	11.4	5.7	4.4	3.6	11.6	13.9	14.2	9.4	9.6	5.4	2.9	4.6	4.4	2.4	1.6	4.5	4.2	5.5	14.0	5.0
3-5 years	5.7	8.1	7.9	7.3	11.1	8.7	0.5	4.1	7.0	3.4	3.7	2.2	1.3	14.0	17.2	11.3	3.1	6.0	4.9	0.8	6.1	6.0	4.3	2.1	4.0	8.3	7.4	3.5	6.4
5-10 years	11.7	18.9	14.6	13.2	12.3	13.7	10.9	6.9	7.0	6.3	10.7	9.4	6.7	32.6	36.1	32.1	9.9	4.8	6.0	5.8	6.6	10.4	9.7	11.1	11.4	10.7	8.6	14.0	16.3
>10 years	75.0	67.6	70.8	72.7	67.8	61.5	85.5	83.0	79.4	75.4	79.1	83.4	87.4	39.0	30.3	39.6	76.6	79.0	83.2	89.2	81.6	78.1	83.1	85.3	80.2	75.6	76.7	61.4	70.9
Respondents	5059	111	178	220	171	161	193	218	228	175	244	181	223	172	122	106	192	167	184	241	196	183	207	190	202	168	163	114	141

----- 20. How long have you been a resident of San Bruno? -----

Total Sample < 1 yr 1-3 years 3-5 years 5-10 years >10 years

1. I shop in the downtown/San Mateo Avenue area.

% Responding

Agree	43.2	42.0	53.0	49.7	48.7	41.5
Disagree	41.3	44.9	35.9	40.3	37.4	42.5
No Opinion	10.7	13.0	9.2	7.3	11.5	10.9
Missing	4.8	0.0	1.9	2.8	2.4	5.2

Respondents	5139	69	315	288	593	3794
-------------	------	----	-----	-----	-----	------

2. I think the downtown area needs to be improved.

% Responding

Agree	73.4	75.4	82.5	81.2	81.5	71.3
Disagree	15.5	8.7	6.0	12.2	9.3	17.7
No Opinion	8.0	15.9	10.5	5.2	8.1	7.8
Missing	3.1	0.0	1.0	1.4	1.2	3.2

Respondents	5139	69	315	288	593	3794
-------------	------	----	-----	-----	-----	------

3. I support the idea of major improvements...rather than cosmetic changes.

% Responding

Agree	59.2	65.2	70.5	64.9	66.9	57.0
Disagree	26.6	14.5	14.3	22.6	20.7	29.2
No Opinion	10.3	18.8	13.0	10.4	9.9	9.9
Missing	3.9	1.4	2.2	2.1	2.4	4.0

Respondents	5139	69	315	288	593	3794
-------------	------	----	-----	-----	-----	------

4. If SB's downtown area were improved, I would shop there.

% Responding

Agree	62.7	78.3	74.9	74.0	69.8	60.0
Disagree	16.3	2.9	4.8	11.5	9.3	19.0
No Opinion	15.7	17.4	18.1	12.2	18.0	15.5
Missing	5.2	1.4	2.2	2.4	2.9	5.6

Respondents	5139	69	315	288	593	3794
-------------	------	----	-----	-----	-----	------

5. This section of San Bruno Ave should be left just the way it is.

% Responding

Agree	26.3	15.9	17.8	19.4	18.5	28.9
Disagree	54.5	60.9	62.5	64.9	65.3	51.7
No Opinion	10.9	18.8	15.6	11.1	10.1	10.6
Missing	8.3	4.3	4.1	4.5	6.1	8.8

Respondents	5139	69	315	288	593	3794
-------------	------	----	-----	-----	-----	------

20. How long have you been a resident of San Bruno?

	Total Sample	< 1 yr	1-3 years	3-5 years	5-10 years	>10 years
6. This section...s/b widened only where necessary...						
% Responding						
Agree	41.7	50.7	40.0	46.5	42.8	41.4
Disagree	38.9	30.4	38.4	37.2	37.4	39.6
No Opinion	11.0	17.4	15.6	10.8	11.8	10.5
Missing	8.4	1.4	6.0	5.6	7.9	8.5
Respondents	5139	69	315	288	593	3794
7. This section...s/b widened...traffic flows,safe left turns, landscaping...						
% Responding						
Agree	49.4	44.9	57.1	52.4	58.9	47.3
Disagree	33.4	27.5	24.4	33.3	27.0	35.4
No Opinion	11.2	23.2	14.6	10.8	11.3	10.9
Missing	6.0	4.3	3.8	3.5	2.9	6.4
Respondents	5139	69	315	288	593	3794
8. SB's police station should remain just where it is.						
% Responding						
Agree	49.3	40.6	38.4	40.6	38.6	52.7
Disagree	32.2	27.5	33.3	37.2	39.6	31.1
No Opinion	11.7	26.1	22.5	16.7	15.3	9.7
Missing	6.8	5.8	5.7	5.6	6.4	6.6
Respondents	5139	69	315	288	593	3794
9. I support a joint SB/BART police station at Tanforan						
% Responding						
Agree	51.7	58.0	65.4	61.5	60.0	48.9
Disagree	34.2	27.5	20.6	24.3	26.0	37.5
No Opinion	9.4	13.0	11.1	10.8	11.6	8.8
Missing	4.7	1.4	2.9	3.5	2.4	4.8
Respondents	5139	69	315	288	593	3794

----- 20. How long have you been a resident of San Bruno? -----

	Total Sample	< 1 yr	1-3 years	3-5 years	5-10 years	>10 years
10. I use the SB CalTrain station.						
% Responding						
Agree	17.7	23.2	22.2	18.4	22.4	16.4
Disagree	53.3	58.0	55.2	60.4	52.6	53.0
No Opinion	22.4	17.4	21.3	18.1	20.9	23.2
Missing	6.7	1.4	1.3	3.1	4.0	7.4
Respondents	5139	69	315	288	593	3794
11. The CalTrain station s/b relocated permanently to the area of I-380						
% Responding						
Agree	36.6	40.6	33.7	33.7	38.4	37.1
Disagree	22.9	18.8	20.0	17.7	19.7	24.0
No Opinion	36.2	39.1	45.1	46.9	38.4	34.5
Missing	4.3	1.4	1.3	1.7	3.4	4.4
Respondents	5139	69	315	288	593	3794
12. I support...pedestrian and bicycle paths....						
% Responding						
Agree	70.2	79.7	79.4	78.5	78.8	67.9
Disagree	15.6	11.6	7.3	8.0	8.9	17.7
No Opinion	11.9	7.2	12.7	12.2	11.0	12.2
Missing	2.4	1.4	0.6	1.4	1.3	2.3
Respondents	5139	69	315	288	593	3794
13. The Navy site in SB should remain as it is.						
% Responding						
Agree	34.6	23.2	29.2	32.3	31.9	36.0
Disagree	37.3	34.8	34.0	33.3	40.5	37.8
No Opinion	18.3	39.1	31.1	28.1	19.9	16.0
Missing	9.7	2.9	5.7	6.2	7.8	10.1
Respondents	5139	69	315	288	593	3794

----- 20. How long have you been a resident of San Bruno? -----						
	Total Sample	< 1 yr	1-3 years	3-5 years	5-10 years	>10 years
14. I support [development] of the Navy site, such as...Hotel Center						
% Responding						
Agree	63.6	59.4	57.5	60.4	64.8	64.8
Disagree	19.2	13.0	20.3	17.4	17.9	19.5
No Opinion	13.4	27.5	21.0	21.9	15.7	11.6
Missing	3.8	0.0	1.3	0.3	1.7	4.1
Respondents	5139	69	315	288	593	3794
15. City Hall and Library should remain where they are.						
% Responding						
Agree	64.5	39.1	49.2	60.4	56.2	68.1
Disagree	22.2	33.3	32.1	23.6	30.0	20.0
No Opinion	8.4	23.2	17.5	12.5	10.5	7.0
Missing	4.8	4.3	1.3	3.5	3.4	5.0
Respondents	5139	69	315	288	593	3794
16. I support the relocation of the City Hall and Library to downtown.						
% Responding						
Agree	24.0	40.6	34.0	27.1	32.0	21.6
Disagree	59.8	46.4	45.4	56.9	50.4	63.2
No Opinion	10.0	13.0	16.8	13.2	13.7	8.7
Missing	6.2	0.0	3.8	2.8	3.9	6.5
Respondents	5139	69	315	288	593	3794
17. I support the relocation of City Hall and Library to other than downtown.						
% Responding						
Agree	18.0	18.8	21.9	18.8	21.9	17.2
Disagree	56.6	44.9	42.9	51.0	50.1	59.9
No Opinion	17.9	33.3	30.8	26.0	22.1	15.5
Missing	7.6	2.9	4.4	4.2	5.9	7.4
Respondents	5139	69	315	288	593	3794
Acceptable financing methods: Bond issue						
% Responding						
Not Checked	45.7	34.8	36.2	47.2	39.0	47.0
Checked	54.3	65.2	63.8	52.8	61.0	53.0
Respondents	5139	69	315	288	593	3794

----- 20. How long have you been a resident of San Bruno? -----						
Total Sample	< 1 yr	1-3 years	3-5 years	5-10 years	>10 years	
Acceptable financing methods: Cert of Part						
% Responding						
Not Checked	76.0	69.6	71.7	71.5	66.4	78.0
Checked	24.0	30.4	28.3	28.5	33.6	22.0
Respondents	5139	69	315	288	593	3794
Acceptable financing methods: Inc user fees						
% Responding						
Not Checked	90.6	89.9	87.3	89.9	89.2	91.1
Checked	9.4	10.1	12.7	10.1	10.8	8.9
Respondents	5139	69	315	288	593	3794
Acceptable financing methods: Inc business tax						
% Responding						
Not Checked	78.2	82.6	79.4	74.7	81.3	77.6
Checked	21.8	17.4	20.6	25.3	18.7	22.4
Respondents	5139	69	315	288	593	3794
Acceptable financing methods: Redev funds						
% Responding						
Not Checked	71.6	68.1	64.8	68.1	68.8	72.5
Checked	28.4	31.9	35.2	31.9	31.2	27.5
Respondents	5139	69	315	288	593	3794
Acceptable financing methods: Inc hotel tax						
% Responding						
Not Checked	67.2	69.6	69.5	66.3	66.1	66.9
Checked	32.8	30.4	30.5	33.7	33.9	33.1
Respondents	5139	69	315	288	593	3794
Acceptable financing methods: New tax on pkg						
% Responding						
Not Checked	59.6	68.1	62.2	59.0	59.2	58.9
Checked	40.4	31.9	37.8	41.0	40.8	41.1
Respondents	5139	69	315	288	593	3794

20. How long have you been a resident of San Bruno?						
Total Sample	< 1 yr	1-3 years	3-5 years	5-10 years	>10 years	
Acceptable financing methods: Fund raising						
% Responding						
Not Checked	61.1	39.1	50.5	46.5	50.9	64.6
Checked	38.9	60.9	49.5	53.5	49.1	35.4
Respondents	5139	69	315	288	593	3794
Acceptable financing methods: Other						
% Responding						
Not Checked	94.9	98.6	95.2	95.5	93.6	95.0
Checked	5.1	1.4	4.8	4.5	6.4	5.0
Respondents	5139	69	315	288	593	3794
19. I support establishing a Redevelopment Agency in SB.						
% Responding						
Agree	46.9	56.5	53.7	54.2	53.5	45.3
Disagree	24.4	13.0	12.4	16.7	18.0	27.6
No Opinion	18.6	26.1	22.5	20.8	18.9	18.2
Missing	10.1	4.3	11.4	8.3	9.6	8.9
Respondents	5139	69	315	288	593	3794

10. I use the SB CalTrain station.					
	Total Sample	Agree	Disagree	No Opinion	Missing
11. The CalTrain station s/b relocated permanently to the area of I-380					
% Responding					
Agree	36.6	43.2	37.3	27.7	43.3
Disagree	22.9	42.4	22.7	11.4	12.0
No Opinion	36.2	10.0	38.9	57.4	12.6
Missing	4.3	4.4	1.2	3.5	32.2
Respondents	5139	909	2738	1150	342

— 1. I shop in the downtown/San Mateo Avenue area. —

	Total Sample	Agree	Disagree	No Opinion	Missing
4. If SB's downtown area were improved, I would shop there.					
Column Percent					
Agree	62.7	70.4	58.9	54.6	44.4
Disagree	16.3	11.1	25.5	7.7	4.0
No Opinion	15.7	13.5	14.3	35.6	4.4
Missing	5.2	5.0	1.3	2.2	47.2
Percent Base	5139	2221	2122	548	248

- 8. SB's police station should remain just where it is.-					
	Total Sample	Agree	Disagree	No Opinion	Missing
9. I support a joint SB/BART police station at Tanforan					
Column Percent					
Agree	51.7	18.2	95.3	58.2	76.0
Disagree	34.2	65.7	3.4	5.0	2.3
No Opinion	9.4	9.9	0.8	36.2	0.3
Missing	4.7	6.1	0.5	0.7	21.4
Percent Base	5139	2533	1656	600	350

Attachment #5

City of San Bruno

Summary of Written Comments

Survey of Economic Development Priorities
City of San Bruno

June/July 1996

SUMMARY OF WRITTEN COMMENTS

The following summary has been prepared by San Bruno's Department of Planning and Building regarding the written comments by voters on the Survey of Economic Development Priorities. Because voters were free to write any comments they so pleased on the survey, this summary is intended to give an overall "sense" of the varied comments which were received and is not intended to present a scientific evaluation of each comment.

A total of 18,360 surveys were mailed to all registered voters in San Bruno, with 493 surveys returned by the Post Office due to change of addresses. Voters completed and mailed back 5,139 surveys, representing a response rate of over 28%. Of those 5,139 returned surveys, there were 1,976 which contained written comments, i.e., 38.5% of the voters who responded also added written comments.

The overwhelming majority of the written responses pertained directly to the topics covered in the Survey of Economic Development Priorities. In most instances, the written comments referred to several different topics covered in the survey.

The following summarizes the 1,976 written comments by topic as contained in the survey.

Downtown San Bruno (San Mateo Avenue)

Synopsis: In general, most respondents expressed concerns about the general cleanliness of the area and lack of upkeep by the businesses, even noting that the Street Fair has become run-down too. Comments focused on a "paint up and fix up" approach rather than any demolition or major redevelopment, with many people urging that the small town character of the downtown be retained. Burlingame and Millbrae were cited the most as examples of nice downtowns, although several other cities were also mentioned. Many people noted that downtown does not provide stores and shops that the respondents want to patronize, with some people afraid to shop there. Several businesses, such as Lullaby Lane and Pet World were frequently cited as good uses.

1. Most written comments stated that there are too many restaurants in the downtown area.
2. The second most frequent comment related to parking problems in the downtown area, i.e., double parking, lack of sufficient on-street parking, and lack of on-street handicapped parking.
3. Many people requested that the on-street parking return to angled parking or made reference to the fact that the current parallel parking created a parking shortage.

4. Many voters requested greater enforcement of codes and ordinances, ranging from requiring stores to wash windows, hose down sidewalks, properly store trash, eliminate tacky window signs, to requiring complete upgrade of store fronts, signs, and awnings as part of the business license procedure.
5. Suggestions for businesses centered on the need for upscale restaurants, outside cafes, colorful banners, etc., with the most frequently named establishments being Starbucks Coffee and Noah's Bagels.
6. Several people mentioned that San Mateo Avenue should be re-opened at El Camino Real.

San Bruno Avenue

Synopsis: Although voters did not make written responses on this topic in the same numbers as those responding to the downtown area, City Hall/Library, or BART-related issues, the majority of the written responses cited San Bruno Avenue as an eyesore which creates a bad first impression of the City.

1. Of those commenting, the most frequent concerns were that widening San Bruno Avenue would eliminate businesses or facilitate speeding.
2. Several specific comments were received by residents on Second Avenue, citing speeding cars through the residential areas and illegal turns, especially during afternoon hours.
3. A few people also offered the idea of putting an arch over San Bruno Avenue as an entrance feature to the City.

BART/CalTrain/Mass Transit Issues

Synopsis: Along with comments on the downtown, the most written comments received related to the proposed extension of BART. Voters voiced strong opinions, both for and against BART, with most respondents favoring BART by a margin of 3 to 2.

1. Many voters expressed frustration over the length of time it has taken to get the extension approved.
2. Respondents feel apprehensive over what BART will bring, whether it relates to construction upheaval or fear of additional crime. This is true for many people, regardless of whether or not they support the extension.
3. Several people reiterated their concerns that BART should be underground and no homes should be taken in San Bruno.

4. Some comments were also received asking for a grade separation for CalTrain at San Bruno Avenue similar to the one being constructed in Millbrae.
5. Moving the San Bruno Police Station to the Tanforan BART Station received an array of comments, ranging from its being a great idea to keeping the Police station near the center of town. Numerous comments were also received saying that a satellite station at Tanforan BART Station would be alright, but the main Police Station should remain on El Camino Real. Several people said to ask the policemen themselves about relocating the Police Station.
6. Bicycle paths were well received by those commenting on the issue. Many people expressed the hope that they would be continued throughout the City.

U.S. Navy Property

Synopsis: This topic received the fewest written comments. Many of the comments indicated that voters are not as familiar with this area as other topics covered by the survey. A few respondents mistakingly thought the Navy site referred to the Golden Gate National Cemetery.

1. While most respondents thought development of the Navy site would benefit the City financially, the major concern over development of the site centered on increased traffic in the area.
2. Many people asked whether the Navy site could be used for a relocated City Hall or Public Library.
3. Several people also suggested that the site be used for recreational use or a sports complex for local children.

City Hall/Public Library

Synopsis: This topic in the survey received numerous responses and varied opinions. The Public Library invariably received high marks for quality of service, but most people acknowledged lack of sufficient parking as a problem, along with lack of handicapped access to all parts of the Library building. Many questioned whether it was necessary to move both the City Hall and Public Library, or could moving the Police Station free up space to adequately accommodate the needs of City Hall and the Public Library .

1. Most voters stated that the Public Library services are great, but parking is often a problem for the general public. Lack of handicapped services was also mentioned.
2. Many comments said that if the Police move to the Tanforan BART Station, then redesign the existing facilities to accommodate City Hall and the Public Library.

3. Many voters also noted that the Police Department, City Hall, and the Public Library are currently centrally located. Any relocation of City Hall and the Public Library should retain easy access by residents.
4. Several respondents cited the Public Library building as one of the few architecturally pleasing buildings in San Bruno; please keep it. The landscaping in front of City Hall/Public Library was also listed as one of the few green spots on El Camino Real.
5. A lot of voters questioned what would be built on the City Hall/Public Library site if they are moved. Do not build another car lot or fast-food restaurant.
6. A lot of voters also questioned what building in the downtown area would have to be demolished or what businesses would be replaced in order to relocate City Hall and/or the Public Library.
7. Several respondents also suggested that the City Hall and/or the Public Library be relocated to either the Navy site or to Tanforan.

Other Comments Not Directly Related to the Survey

Synopsis: The overwhelming majority of people "thanked" the City for asking the opinions of the voters. Throughout the written comments was the underlying message "Do not raise my taxes." This was true whether voters favored or opposed topics covered in the survey. The voters also valued San Bruno as a small town which still has some charm. They want to retain this small town residential character.

1. On specific areas not covered directly by the survey, the vast majority of the voters making written comments noted their concerns over the Tanforan Park Shopping Center. Most cited empty stores, concerns over the future of the center, and the need for major improvement.
2. Many voters had comments for San Bruno's locally elected officials -- equally divided between positive and negative comments.
3. Many respondents, especially those on fixed income, expressed anger over higher utility rates.
4. A number of respondents requested more services for youth, ranging from the need for a youth center to more athletic fields.
5. About twenty people requested a ban on the sale of all fireworks.
6. Approximately fifteen voters specifically noted that San Bruno needs a long-term master plan and a "vision" for the City, although many others requested better "planning" in general.
7. More trees were mentioned by several people, especially along El Camino Real and on the east side of town.

8. About ten people mentioned CATV, with comments including great service, too expensive, requesting internet services, bringing back BRAVO, wanting Black Entertainment channel, requesting survey before changes are made, and using Wells Fargo Building for community access and Visual Arts Center for CATV.
9. About five voters cited the need for more affordable housing, including apartments.
10. Four voters requested undergrounding of utilities lines.

Sample Comments from Voters

The following are sample written comments from voters, representing a wide variety of opinions. The number in the box [] denotes the precinct from which the comment was returned.

"I feel that moving the library would be a mistake because the kids who really need to be able to walk to it might not be able to if it was moved. Redevelopment of the downtown area is a great idea if there is a master plan. A patch work plan would be destructive and useless. A good plan would increase the tax base eventually; a bad plan would cause the opposite." [1617]

"Leave everything as is. This is a nice town -- don't change it." [1601]

"I would like to see improvement in the downtown area and at the same time maintain the unique ethnic diversity and flavor that is currently there. Relocating City hall and the Library to downtown would be an excellent step in revitalizing the area. As for the Police Station, if it is a certainty that a new station will eventually need to be built sometime soon, might as well do it now. Won't get any cheaper the longer we wait and sharing the construction cost with BART makes it very attractive. I think a major hotel on the Navy site is also an excellent idea. Place the CalTrain Station directly under the I-380 overpass to provide CalTrain riders shelter in winter storms." [1622]

"I support the relocation of the library and City Hall to a location where there is adequate parking facilities. Perhaps the downtown isn't the ideal location." [1608]

"In regards to the Library's parking, I appreciate the additional spaces that were added across the street a few years ago. Although the 24-minute time limit increases my chance to find a parking space, it is too short a period and unrealistic when visiting the Library. Maybe the time limit should be extended? Or have just some (not all) spaces with a longer time limit? I'm very happy to see there's now interest to improve San Bruno (long overdue) and look forward to seeing results." [1623]

"I would like to see San Bruno as beautiful as it was when we moved here 11 years ago. We're all for BART coming in and I love the idea of a joint Police Department/BART Station. This should help with the issue of crime that has come up regarding the BART location. I'm all for any improvements to the Library system! And to more businesses moving into San Bruno, but please no more utilities rate increases! These rates seemed to have skyrocketed in the past few years." [1607]

"I think the City of San Bruno is re-active rather than pro-active on economic development issues. A 15-20 year Master plan should be developed before actions are taken." [1622]

"Now that I have answered all the questions the way you WANTED to hear them, now you can go ahead and do what you ALWAYS wanted. Damn the nobodies. All this so-called survey is just wasted monies and part of your ploy. I'm over 70 years old. I've seen enough of this B.S and don't raise my taxes or think of a way to get some more monies out of my pockets. The last time is utilities, HBO. Now you're trying to remodel the whole downtown area. New city hall. New police station. New library. Come on. Let's not try to make it a BIG city out of a little town. You bunch of blood suckers. Good luck." [1620]

"In the 18 years we've lived in San Bruno, "downtown" has changed into a city we left to come to San Bruno. We have no reason to go there, nor do we feel "safe" in downtown. City Hall and the Public Library should be easily accessible by auto to all residents. The fact that they are now in a prime tax area is only relevant if the property can be sold at a fair market price." [1624]

"It's gratifying to see a good working Council and Business Economic Development Committee in action on these important major issues." [1617]

"San Bruno is a good city needing clear direction and insight into what future projects will benefit us all as a whole. Keep in mind children and the poor." [1612]

"I think the library should stay in a more residential type neighborhood to make it safe and accessible for children. I think the current location is convenient and safe for children to go to." [1627]

"Keep BART underground!" [1602]

"The downtown area and Tanforan area need immediate and careful consideration to deal with the traffic and aesthetic problems that now exist. San Bruno needs to show (in its streets and store fronts, etc.) a pride and concern for its residents and the future. We need to move ahead with some of these improvements -- soon. Please try to cut through the red tape and keep San Bruno 'on the map'." [1611]

"As long as I have been here I have not seen anyplace in San Bruno for teens and smaller kids to go after school or on weekends. On any given day or night (especially), children and gangs are hanging out on San Mateo Ave. playing in front of businesses, sidewalks, and street. There is no reason whatsoever that there is not a youth center in San Bruno. there are several particular buildings that are empty (have been for over a year) and owned by San Bruno and have not (but could be) used for this purpose." [1603]

"Excellent committee. I appreciate these efforts. San Bruno needs to wake up -- time for imagination and leadership!" [1613]

"I am 82 years old. If and when this is completed I will likely be dead. But I will agree that San Bruno must grow up and join its brother cities in Redevelopment and tell those old fuddy duddies to get off the band wagon and [start] living and not just existing." [1620]

"Please. Let's have a moratorium on restaurants on San Mateo Avenue." [1619]

"Appropriate tenants for Tanforan Shopping Center are mandatory. Incorporate planning with BART. BART should have been here 30 years ago." [1617]

"380, 101, Airport, Tanforan, BART, CalTrain, Towne Center, Navy Property, Downtown, San Bruno Ave., El Camino are all linked to each other. A master plan taking advantage of the large number of people using these facilities and the close proximity to each other could make San Bruno a focal point for the entire Bay Area. Where is our vision?" [1618]

"I commend the B & E Development Committee on this survey of the citizens of San Bruno. BART through San Bruno and all the way to SFO is very important to the future of San Bruno as a commuter community to San Francisco businesses. Please do all you can to make this a reality." [1606]

"The city should take a look at other cities downtown businesses to see what types of businesses are attracting people. Accessibility for foot traffic as well as automobile traffic should be high on the priority list. Although San Bruno is relatively small, it's trying to exercise the many responsibilities in a positive way. Such as this questionnaire. Maybe more active recruiting of its citizens to take part is another solution." [1601]

"Bravo! I'm excited to see some attention given to those listed. Forward planning keeps cities alive, just look how well So. S.F. does. Tanforan Park can really use help and your ideas automatically contribute to its needs. Tanforan attracts low quality -- what can be done? While increased security officers seems to be their answer, the very need deters my shopping except in emergencies." [1628]

"This pinhead little backwoods Peninsula is stuck in "old times". Get BART to the airport and quit with the whining garbage. Build the thing and build it NOW!. [1619]

"I agree with certain plans to change San Bruno. But please remember that people that are on fixed incomes in the city would be hurt by any large tax increase and the quality of life would be harmed and buying power stunted. Try and come up with a plan that does the least harm to its residents." [1622]

"Re. Police Station. I work there and it is hard to work when you are only inches away from fellow workers and there is no room to move; also, everything is falling apart and if we grow any more the station will fall apart at the seams. Also, sharing with BART will allow for new high tech computers and law enforcement equipment to be bought to better serve the citizens of San Bruno." [1621]

"I agree with economic improvement for San Bruno in order to keep tax dollars in the city, but I do not believe in over development to bring in excessive traffic. I like living in San Bruno because it is a nice community and does not have much traffic jams and over population or congestion. I like the peaceful atmosphere yet want it to prosper economically." [1628]

"The San Bruno downtown area has a nice ethnic variety of stores. In obtaining the mix, there has somehow come along with it a real "cheap" look. Compare San Bruno's downtown to Brulingame Avenue. The street and shrubs are nice but the stores and their displays are not particularly attractive. Are there any regulations on how item may be displayed? I used to shop downtown a lot, but now seldom do more than drive through." [1618]

"BART station traffic: If SamTrans would provide good connections to BART (and currently CalTrain) you would not have a bad traffic/parking problem. I gave up using CalTrain after 15 years because connections are so bad with the 32P bus. If I just miss a train in San Francisco, I would be one whole hour late home. Also, CalTrain should drop the express/skip stop idea now. On paper, the schedule looks like lots of rush hour trains -- not so -- in some cases the wait may be at least 45 minutes in rush hour depending on your stops. AM and PM rush hour trains should run every 15-20 minutes in both directions and stop at all stops. If you work outside San Bruno and get off work at 5:00 pm you cannot use local bus service. Hopefully, with new CalTrain station at 380 and Huntington would be better bus connections. Currently 32P is a 3 block walk and 30B is about a half mile walk." [1620]

"I applaud someone bright enough to think about the future and improvements to the City of San Bruno. Our feet have been in clay for too long. When we moved here (40 years ago) our city was progressive. Could someone promote one or two good restaurants for our city?" [1609]

"I hate change but I feel we need a change. If we want to go into the next century with are heads held high about our city we need to change now. Change is always difficult but only good can come of this and all your suggested projects. I'm proud to be a San Bruno resident with such a committed staff. Thank you." [1613]

"I live on Euclid Avenue and realize all too well the impact BART will have on a residential street that already has too much traffic. I support BART and public transportation, but please help minimize the impact on our homes. Make Euclid a one-way street to the East or block up the Huntington access. Thank you." [1603]

"I'm happy to know there are plans for positive change for our town." [1623]

"I support any method for improving our city but I do not support increasing fees for home owners, such as water and sewer fees. I am totally disgusted of how our city is run. Too much bogus money is spent on unimportant agendas. For example, money coming in from tax revenues should be spent on the communities (improving them) and improving the status of our city streets (sewer systems and water main lines, etc.). I have been hearing rumors that Artichoke Joe's doesn't contribute the allowable amount of taxes that it owes to the city. With this money alone, the city would probably get a boost in improving our city. I am proud to live here and someday I will serve on the council." [1606]

"I have lived in San Bruno for over 30 years. I grew up here, went to public schools here, and I thought it would be a great place to also raise my family here. But San Bruno has changed -- all my schools have closed, the downtown area looks rundown and there are times when I'm afraid to walk around. I used to feel safe here -- I don't anymore. Even many of the neighborhoods are fast becoming undesirable! Change and development are not only necessary but good for growth both personally and for our community. But to forget the past and have no respect or concern for the people who lived here first is a crime. Something needs to be done, and done quickly, to make San Bruno into a thriving and great town again. Someplace I can be proud to call home. Thank you." [1623]

"It's OK to want change and improvement to our community, but when it comes down to cost we (the homeowners/renters/little people) can not endure more tax dollars. It must come from other sources: big business, hotels, etc. I first wanted to be very negative and did not want any change due to additional cost to me. But I love San Bruno and do want improvement. My water bill has increased from \$60/month to \$108. How can you justify more cost for change?" [1607]

"I've lived in San Bruno for almost four years now, and have wondered if any improvements to downtown specifically and the city in general would ever take place. This survey is an encouraging start. Thank you." [1614]

"Thank you for asking our opinion! A great deal of money was spent on these surveys. I assume that this is the first of several surveys. This is overwhelming because so many issues are covered. I would hope that future surveys would be very specific and only deal with one topic. Thank you for informing us. I appreciate your efforts!" [1619]

"I currently use CalTrain from the San Bruno Station, which is close to my home. Moving it to 380 & Huntington would make my walk or bike ride longer, which I don't like. But it does make much more sense to have all those services (CalTrain, BART, and SamTrans) all at one location. If the BART extension goes through, I think CalTrain Station should be relocated permanently." [1606]

"A lot of thought seems to have gone into this. We have been in business in San Bruno for 33 years and I have always tried to shop in San Bruno to support the economy, but I'm finding it increasingly difficult to meet my shopping needs in San Bruno. No nice more-upscale department stores, clothing shops, no nice non-ethnic restaurants (although we also use ethnic restaurants, also). I look forward to Mollie Stones. The bright spots are Lunardis, Lullaby Lane, and Bump and Grind. I look forward to a better library." [1618]

"I think we should take full advantage of federal funds and attract more private investment for our city's economic development. The priority of the economic development should be improvement of our city residents' quality of life as demonstrated by increased property value, safer neighborhoods, and better schools for our children. To accomplish these goals, we need to improve our city's image, upgrade our city's infrastructure, and provide a business friendly environment. Thank you for seeking our opinions." [1628]

"I thank the City Council of San Bruno for finally reaching a point of outreach to residents, giving them a voice in how to plan the future facing our city. Running a city is just like running a business. You have to ask and listen, and more importantly, act upon what they define as "their needs and wants". Congratulations in your efforts." [1606]

"Excellent idea to move Police Station to BART area and combine with BART police. This should reduce the entry of criminals into the city through BART. This might otherwise be a big problem and a major negative of the new BART station. The current location of the library is central, in the middle of a safe, family neighborhood, and should be retained." [1610]

"Keep up the good work! Even though I favor BART and feel better mass transit is a critical need, I worry about what it will do to our city. I hope you will do all you can to make the area around the BART station safe, attractive, and convenient to access. The city also needs to continue to increase its support to the youth of the city by maintaining and expanding facilities for their use." [1621]

"The reason I continue to live in San Bruno is that the city is so well organized! This survey is a perfect example of how you care about we citizens. It may be a "city" but it still has a "small town" flair." [1623]

"The information sheet was well written to be understood by the general population. Glad to see a survey on these issues but would have liked it to be in more detail (even knowing most people won't respond)." [1613]

"San Mateo Avenue is a disgrace -- too many ethnic restaurants. We need bike paths for our youth to be able to get around their city. City Council should talk less and do more." [1625]

"Wow! I'm excited. San Bruno has such beautiful parks and beautiful people, and our downtown area does not reflect this. I think BART will be the best thing for San Bruno and give us the push and the funding we need." [1622]

"I am frustrated by the inconsistent support for a strong regional (Bay Area-wide) transportation plan. As a commuter to San Mateo and Redwood City, why should I have to take a bus and a train to get to work (after a long walk to bus) while my husband has to drive to BART to go to the city? CalTrain doesn't go anywhere near his job site @ Civic Center. We need a Bay Area-wide plan -- not a lot of bickering over the merits of one system over the other." [1622]

"I have lived in San Bruno for 14 years now. I chose to move here after living in San Francisco for 15 years. I moved here because of its quaintness and village atmosphere. I like it also because it is a nice quiet community. I like the small shops. I like the tree-lined streets. The weather is nice. The hills are nice and green. We need to preserve its charm and the peace we still have here. Thank you!" [1613]

"I don't use CalTrain or SamTrans but drive to Colma to take BART downtown. I pay \$100.00 per month commute. That's \$1200 per year. I can't see spending much more for public transport. I don't believe in additional fees for parking, i.e., BART, CalTrain, SamTrans. I don't want to see San Bruno turn into a giant parking lot to go from one place to another on the Peninsula. We (my family) live here because the quality of our lives here are great. If I wanted to live in a big city I would move to San Francisco or San Jose." [1607]

"San Bruno's Council and planner should be more aggressive in pursuing their goals. San Bruno is becoming an old city and not at all progressive. We should start looking ahead in our economic development." [1617]

"It would be refreshing to see a council that works a little closer to one another." [1601]

"Do not raise property taxes. I own property here. I would like to see its value increased. I would like to see San Bruno's downtown section "spruced" up, but it is charming so don't "clobber" it. The Tanforan area seems to be in a spiral of flux. Please do something about it. The library is a great idea. Police too! I would love an easily used BART station like Colma's here." [1614]

"The public library needs to be moved. Our daughter uses an electric wheelchair and is independent. She often goes to the library and cannot go upstairs to get important books she needs for high school. She was also excluded when younger for summer programs for kids downstairs and it bothered her. We need to update and improve our city!" [signed] [1607]

"San Bruno seems to project a dreary image. But as a resident I find it is a positive, well run community. I have mixed feelings about BART. BART should definitely go to the airport, but I have to think it will bring in an unsavory element of people. It is definitely a positive transportation mode and hooking up with the train station makes sense." [1608]

"I think we are very fortunate to live in a friendly multi-ethnic community which is an illustration of the global village. I would like to see downtown San Bruno celebrate the true community with stores, music, restaurants, exhibits, festivals, etc. which depict our multi-ethnicity. I also think it would draw visitors internationally." [1605]

"I would like to see my family grow up here. If my taxes are going to go up or the noise gets louder, then no way. I like San Bruno because it is small and a family town. I like that many kinds of races live and work here. I don't want to see that change. I would like to stay here and grow old here." [1601]

"All of these ideas are great, and individually I would love each of them done; however, how do you pick which ones are more important? Can you fund all of these projects? I definitely believe that beautification is very important and rewarding. This survey is a great way to get citizens involved! I commend you.!" [1611]

"San Mateo Avenue would be a better place to shop if more merchants would sweep their doorways and clean their windows. It would be more convenient to shop there if there was a wider variety of shops, bakery, bookstore, cards and gifts, etc. Lullaby Lane does well because they are clean, dependable, well stocked. That is not true for many of our downtown merchants." [1607]

"Millbrae and Burlingame have some of the highest costs for water and garbage and other services in the Peninsula. San Bruno has been lucky to keep costs relatively low to home-owners. I would not like to higher costs to renters or owners, but San Bruno needs major changes." [1618]

"Where are the knowledgeable, qualified and committed women on the Business/Economic Committee? i think the council should actively recruit women in order to achieve a balanced perspective. I would support the City Hall/Library move after the BART "issue" is completed." [1611]

"We just purchased our first home in San Bruno. We love it and are planning to spend many years in this community. Please beautify the "downtown" area." [1619]

"It's time to clean up San Bruno! I believe San Bruno could go two ways after BART is here. One is it could become a "scummy" outskirts of town city, or we can start improving now to avoid this and make this a nice city. Thanks for asking." [1615]

"Gathering information and data is great and I have confidence that the Development Committee will present to the City Council recommendations for the long term value of we the citizens of our attractive, family oriented City." [1612]

"Thanks for the opportunity to respond. Please try to be sensible with new programs. Keeping all residents in mind, not your political/popularity standings. Thanks." [1610]

"Still not sure BART going through San Bruno to Millbrae is the best for either city or San Mateo county. It seems to me that San Francisco is the main beneficiary by about 90%. I ride CalTrain and its not a bad way to travel, especially in the winter." [1618]

"Keep changes down as we retired citizens do not get big raises as a lot of working people do. We've paid for and supported San Bruno for over 43 years, but water, garbage, taxes, etc. are hurting us with increases." [1608]

"Leave City Hall alone. Do not move. Trim your budget. You will get a better survey on Election Day." [1608]

"The city's not broke! Don't try and fix it all at once! Please don't try to make this a complicated city operation. Use the KISS idea. 'Keep it simple stupid'." [1608]

---o0o---

San Bruno Chamber of Commerce

Blank Sample

Survey of Businesses

1996

Survey of Businesses

San Bruno Chamber of Commerce

Check One: ☐ I own the business ☐ I own the business and the building in which it is located

The San Bruno Chamber of Commerce is participating with the city in an economic development committee. Its goal is to identify ways to improve the business climate. A major focus is the downtown area. As a downtown business owner, you can play a critical role in identifying issues that need to be addressed. Please take a few minutes to fill out this survey form. Make sure it is filled out by the business owner, not an employee. You are not required to identify yourself or state your name or that of your business. All responses are anonymous.

Instructions: Read each statement and then circle the number which best describes your opinion about that statement. If you have no opinion, you would circle the '3'. If you agree with the statement, circle '2' or '1', with '1' meaning strongest agreement. If you disagree with the statement, circle '4' or '5'. Please circle one number only, and make sure to circle a number for each statement.

	Strongly Agree		No opinion		Strongly Disagree
1. The character of San Mateo Avenue is fine the way it is	1	2	3	4	5
2. Stores on San Mateo Avenue need to be remodeled	1	2	3	4	5
3. Merchants should be allowed freedom to create a style for their stores, but there should be an overall architectural design theme for the downtown area and storefronts should be consistent with the overall look	1	2	3	4	5
4. I would remodel the exterior of my store <i>whether or not the stores around me remodeled theirs</i>	1	2	3	4	5
5. I would remodel the exterior of my store <i>only if the stores around me remodeled theirs</i>	1	2	3	4	5
6. I would remodel if funding were available from a government agency or other outside source to help finance it	1	2	3	4	5
7. Existing street lighting on San Mateo Avenue is adequate and does not need to be improved	1	2	3	4	5
8. Existing <i>on-street parking</i> downtown is adequate and does not need to be improved	1	2	3	4	5
9. Existing <i>off-street parking</i> downtown is adequate and does not need to be improved	1	2	3	4	5
10. Existing access to rear parking lots is adequate	1	2	3	4	5
11. On-street parking should be changed to allow angle parking on <i>both sides of San Mateo Ave.</i>	1	2	3	4	5
12. Angle parking should be allowed on <i>only one side of San Mateo Ave.</i>	1	2	3	4	5
13. Most of my customers drive to the area, park and come to my business	1	2	3	4	5
14. Most of my customers live or work within walking distance and usually walk to my business	1	2	3	4	5
15. Widening San Bruno Avenue to the Bayshore Freeway is necessary to revitalizing the downtown	1	2	3	4	5
16. San Mateo Avenue should be reopened to southbound traffic at El Camino Real	1	2	3	4	5
17. I would favor a 'civic' or 'public' area along the Avenue	1	2	3	4	5

Survey of Businesses

San Bruno Chamber of Commerce
PAGE 2 OF 2

	Strongly Agree		No opinion		Strongly Disagree
18. I would favor a 'civic' or 'public' building in the downtown area	1	2	3	4	5
19. Restaurant seating should be allowed on sidewalks on San Mateo Ave.	1	2	3	4	5
20. The addition of more offices and office workers is the best way to bring more business to San Mateo Ave.	1	2	3	4	5
21. The addition of more retail is the best way to bring more business to San Mateo Ave.	1	2	3	4	5
22. Some areas of high-density residential development should be allowed in or near downtown to help expand customer base	1	2	3	4	5
23. Downtown needs a new major 'anchor' retailer to attract shoppers	1	2	3	4	5
24. Additional evening foot traffic would benefit my business	1	2	3	4	5
25. A redevelopment agency should be formed to help revitalize the downtown	1	2	3	4	5
26. A special assessment district should be formed to help revitalize the downtown	1	2	3	4	5
	1 year or less	1-3 years	3-5 years	5-10 years	10+ years
27. Circle the number that corresponds to how long you have been in business in San Bruno	1	2	3	4	5

Special Comments

This area is provided for your comments on areas not addressed by the survey questions.

San Bruno Chamber of Commerce

Summary

Survey of Businesses

1996

SUMMARY

Most respondents owned the business, but not the building in which the business is located. Survey respondents agreed that stores on San Mateo Avenue needed to be remodeled according to an overall design theme which gave merchants freedom to create a style of their own (Q3). There was no agreement that they would choose to remodel their stores, though mild agreement (average score: 3.4) emerged when the merchant was asked if he or she would remodel the store's exterior *only* if the stores around him or her remodeled theirs (Q5). Merchants strongly felt that on-street parking was inadequate (Q8), and less strongly felt that street lighting was inadequate on San Mateo Avenue (Q7). There was no strong feeling as to the adequacy of rear lot parking (Q9) or access to it (Q10).

There was general agreement that the existing parallel parking system should be replaced with diagonal parking on both sides of San Mateo Avenue; however, respondents were less enthusiastic about restoring diagonal parking on only one side of the street. There is considerable support for widening San Bruno Avenue and a large contingent with no opinion that could be changed to positive, based on overall response to Q 15.

San Bruno Chamber of Commerce, 7/96-8/96

Median and Average answers by question. Question could be answered '1' through '5' (strong agreement to strong disagreement, with '3' meaning no opinion). The 'Owner' question could be answer '1' for owner of the business or '2' for owner of the business and the building in which it is located.

	Owner	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
Median	1.0	4.0	2.0	2.0	3.0	3.0	3.0	4.0	5.0	
Average	1.2	4.0	2.2	2.0	2.7	3.4	2.2	3.6	4.2	
	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	
Median	3.0	3.0	2.0	3.0	1.0	4.0	3.0	1.0	3.0	
Average	3.5	3.1	2.3	3.3	1.8	3.8	2.6	1.9	2.6	
	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27
Median	3.0	2.0	2.0	1.0	3.0	2.0	3.0	2.0	2.0	4.0
Average	2.6	2.4	2.5	1.8	2.6	1.9	2.7	2.1	2.4	3.7

Four out of five respondents own the business, but do not own the building.

(Note: 21 of 78 respondents did not provide the requested information).

Ownership	1	2	3	4	5	Grand total
Grand total	1	7	6	18	32	64
Total%	1.56%	10.94%	9.38%	28.13%	50.00%	100.00%

Southbound reopening — 72% agreed that San Mateo Avenue should be reopened to southbound traffic at El Camino Real.

Count of Q16	Q16					
Q16	1	2	3	4	5	Grand total
Total Count	41	16	14	4	3	78
Total%	52.56%	20.51%	17.95%	5.13%	3.85%	100.00%

Two-thirds of respondents said they agreed or strongly agreed both that the character of San Mateo Avenue is fine the way it is and that stores should be remodeled.

(Note: Responses from those who mailed back surveys and who were not on San Mateo Avenue showed a similar pattern).

Count of Q1	Q2					
Location	1	2	3	4	5	Grand total
Grand total	30	19	17	8	4	78
Total%	38.46%	24.36%	21.79%	10.26%	5.13%	100.00%

Three-fourths of those whose customers drove to their stores to shop agreed or strongly agreed that diagonal parking should be restored on San Mateo Avenue.

Q11 / Angled Parking	Q13					
Q13	1	2	3	4	5	Grand total
Grand total	41	15	18	2	2	78
Total%	52.56%	19.23%	23.08%	2.56%	2.56%	100.00%

Want Diagonal Parking (both sides) — 71% of those whose customers drive wanted diagonal parking while 13% of those whose customers walked agreed with the concept

	Customers in Walking Distance ↓					
Customers Drive →	1	2	3	4	5	Grand total
1	2	2	5	11	21	41
Total%	2.56%	2.56%	6.41%	14.10%	26.92%	52.56%
2	0	5	0	6	4	15
Total%	0.00%	6.41%	0.00%	7.69%	5.13%	19.23%
3	0	2	11	3	2	18
Total%	0.00%	2.56%	14.10%	3.85%	2.56%	23.08%
4	0	0	1	0	1	2
Total%	0.00%	0.00%	1.28%	0.00%	1.28%	2.56%
5	0	0	0	1	1	2
Total%	0.00%	0.00%	0.00%	1.28%	1.28%	2.56%
Grand total	2	9	17	21	29	78
Total%	2.56%	11.54%	21.79%	26.92%	37.18%	100.00%

Widen San Bruno Avenue — 47% thought San Bruno Avenue should be widened, 28% had no opinion and 24% disagreed.

Widen SBAve →	Location (on avenue or mailed in) ↓		
	1	2	Grand total
1	18	2	20
Total%	23.08%	2.56%	25.64%
2	13	4	17
Total%	16.67%	5.13%	21.79%
3	21	1	22
Total%	26.92%	1.28%	28.21%
4	5	2	7
Total%	6.41%	2.56%	8.97%
5	12	0	12
Total%	15.38%	0.00%	15.38%
Grand total	69	9	78
Total%	88.46%	11.54%	100.00%

Widen San Bruno Avenue — 15% of those who would remodel agreed that San Bruno Avenue should be widened; 20% of those who would not remodel thought San Bruno Avenue should not be widened.

Count of Q15 Customers Drive →	Would remodel if others did ↓					
	1	2	3	4	5	Grand total
1	6	6	13	5	11	41
Total%	7.69%	7.69%	16.67%	6.41%	14.10%	52.56%
2	0	0	8	4	3	15
Total%	0.00%	0.00%	10.26%	5.13%	3.85%	19.23%
3	0	1	12	0	5	18
Total%	0.00%	1.28%	15.38%	0.00%	6.41%	23.08%
4	0	0	1	1	0	2
Total%	0.00%	0.00%	1.28%	1.28%	0.00%	2.56%
5	0	0	0	0	2	2
Total%	0.00%	0.00%	0.00%	0.00%	2.56%	2.56%
Grand total	6	7	34	10	21	78
Total%	7.69%	8.97%	43.59%	12.82%	26.92%	100.00%

Civic 'area' — 51% favored a civic area along the Avenue; 30% had no opinion.

Count of Q17 Q17 →	Q17 ↓					
	1	2	3	4	5	Grand total
Count total	18	22	23	4	11	78
Total%	23.08%	28.21%	29.49%	5.13%	14.10%	100.00%

Civic 'building' — fewer (43%) favored a civic 'building' — more (40%) had no opinion.

Count of Q18 Q18 →	Q18 ↓					
	1	2	3	4	5	Grand total
Count total	19	15	31	5	8	78
Total%	24.36%	19.23%	39.74%	6.41%	10.26%	100.00%

FEELING ABOUT PARKING AFFECTS FEELING ABOUT IMPROVEMENTS

The more negative the respondent was on the question of the adequacy of on-street and off-street parking, the more negative he or she was about the two solutions offered; i.e., widening San Bruno Avenue and opening the El Camino Real end of San Mateo Ave. Responses were exactly identical on both street projects.

CONCLUSION:

The problem of parking influences perceptions on solutions. The parking problem should be attacked first.

Testing how respondents felt about widening San Bruno Avenue in the context of how they felt about the adequacy of on-street and off-street parking downtown.

Widen SB Ave	Off-street parking is adequate ↓					
On-street pkg OK →	1	2	3	4	5	Grand total
1	4	0	0	0	0	4
Total%	5.13%	0.00%	0.00%	0.00%	0.00%	5.13%
2	2	6	1	1	1	11
Total%	2.56%	7.69%	1.28%	1.28%	1.28%	14.10%
3	0	0	2	1	0	3
Total%	0.00%	0.00%	2.56%	1.28%	0.00%	3.85%
4	0	2	4	3	1	10
Total%	0.00%	2.56%	5.13%	3.85%	1.28%	12.82%
5	5	6	4	5	30	50
Total%	6.41%	7.69%	5.13%	6.41%	38.46%	64.10%
Grand total	11	14	11	10	32	78
Total%	14.10%	17.95%	14.10%	12.82%	41.03%	100.00%

The same matrix testing their feeling about opening San Mateo Avenue at El Camino Real — results were identical.

Open SM Ave	Off-street parking adequate ↓					
Street Pkg. OK →	1	2	3	4	5	Grand total
1	4	0	0	0	0	4
Total%	5.13%	0.00%	0.00%	0.00%	0.00%	5.13%
2	2	6	1	1	1	11
Total%	2.56%	7.69%	1.28%	1.28%	1.28%	14.10%
3	0	0	2	1	0	3
Total%	0.00%	0.00%	2.56%	1.28%	0.00%	3.85%
4	0	2	4	3	1	10
Total%	0.00%	2.56%	5.13%	3.85%	1.28%	12.82%
5	5	6	4	5	30	50
Total%	6.41%	7.69%	5.13%	6.41%	38.46%	64.10%
Grand total	11	14	11	10	32	78
Total%	14.10%	17.95%	14.10%	12.82%	41.03%	100.00%

Redevelopment — More than 70% felt a redevelopment agency should be formed to help revitalize downtown (Q25). One in five had no opinion. Only 10% disagreed.

Redevelopment Q25	1	2	3	4	5	Grand total
Q25	1	2	3	4	5	
Grand total	30	25	15	4	4	78
Total%	38.46%	32.05%	19.23%	5.13%	5.13%	100.00%

Special Assessment District — Support dropped off for a special assessment district, though the barest majority (51%) agreed that a district should be formed.

Count of Q26 Q26	1	2	3	4	5	Grand total
Q26	1	2	3	4	5	
Grand total	19	21	28	4	6	78
Total%	24.36%	26.92%	35.90%	5.13%	7.69%	100.00%

All were generally favorable, but owners of the business and the building were more favorable about redevelopment than were those who owned only the business. More than half of the building owners strongly agreed that redevelopment was necessary (giving a '1' answer), while a little more than a third of business owners thought so. None of the business and building owners disagreed strongly with the idea, while 5.88% of the business owners (4.69% of the total) strongly disagreed.

Count of Q25 Q25	1	2	3	4	5	Grand total
Ownership →	1	2	3	4	5	
1	19	18	9	2	3	51
Row%	37.25%	35.29%	17.65%	3.92%	5.88%	100.00%
Column%	73.08%	85.71%	81.82%	66.67%	100.00%	79.69%
Total%	29.69%	28.13%	14.06%	3.13%	4.69%	79.69%
2	7	3	2	1	0	13
Row%	53.85%	23.08%	15.38%	7.69%	0.00%	100.00%
Column%	26.92%	14.29%	18.18%	33.33%	0.00%	20.31%
Total%	10.94%	4.69%	3.13%	1.56%	0.00%	20.31%
Grand total	26	21	11	3	3	64
Row%	40.63%	32.81%	17.19%	4.69%	4.69%	100.00%
Column%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Total%	40.63%	32.81%	17.19%	4.69%	4.69%	100.00%

San Bruno Chamber of Commerce

Average / Mean Summary

Survey of Businesses

1996

Survey of Businesses

San Bruno Chamber of Commerce

Check One: ☐ I own the business ☐ I own the business and the building in which it is located

The San Bruno Chamber of Commerce is participating with the city in an economic development committee. Its goal is to identify ways to improve the business climate. A major focus is the downtown area. As a downtown business owner, you can play a critical role in identifying issues that need to be addressed. Please take a few minutes to fill out this survey form. Make sure it is filled out by the business owner, not an employee. You are not required to identify yourself or state your name or that of your business. All responses are anonymous.

Instructions: Read each statement and then circle the number which best describes your opinion about that statement. If you have no opinion, you would circle the '3'. If you agree with the statement, circle '2' or '1', with '1' meaning strongest agreement. If you disagree with the statement, circle '4' or '5'. Please circle one number only, and make sure to circle a number for each statement.

	Strongly Agree	No opinion			Strongly Disagree
	1	2	3	4	5
1. The character of San Mateo Avenue is fine the way it is	1			<u>4</u>	5
2. Stores on San Mateo Avenue need to be remodeled	1	<u>2</u>	2.2	<u>4</u>	5
3. Merchants should be allowed freedom to create a style for their stores, but there should be an overall architectural design theme for the downtown area and storefronts should be consistent with the overall look	1	<u>2</u>	3	4	5
4. I would remodel the exterior of my store <i>whether or not the stores around me remodeled theirs</i>	1	2	<u>3</u>	4	5
5. I would remodel the exterior of my store <i>only if the stores around me remodeled theirs</i>	1	2	<u>3</u>	<u>4</u>	5
6. I would remodel if funding were available from a government agency or other outside source to help finance it	1	<u>2</u>	<u>3</u>	4	5
7. Existing street lighting on San Mateo Avenue is adequate and does not need to be improved	1	2	3	<u>4</u>	5
8. Existing <i>on-street parking</i> downtown is adequate and does not need to be improved	1	2	3	<u>4</u>	<u>5</u>
9. Existing <i>off-street parking</i> downtown is adequate and does not need to be improved	1	2	<u>3</u>	<u>4</u>	5
10. Existing access to rear parking lots is adequate	1	2	<u>3</u>	4	5
11. On-street parking should be changed to allow angle parking on <i>both sides of San Mateo Ave.</i>	1	<u>2</u>	3	4	5
12. Angle parking should be allowed on <i>only one side of San Mateo Ave.</i>	1	2	<u>3</u>	4	5
13. Most of my customers drive to the area, park and come to my business	<u>1</u>	2	3	4	5
14. Most of my customers live or work within walking distance and usually walk to my business	1	2	3	<u>4</u>	5
15. Widening San Bruno Avenue to the Bayshore Freeway is necessary to revitalizing the downtown	1	2	<u>3</u>	4	5
16. San Mateo Avenue should be reopened to southbound traffic at El Camino Real	<u>1</u>	2	3	4	5
17. I would favor a 'civic' or 'public' area along the Avenue	1	2	<u>3</u>	4	5

Survey of Businesses
 San Bruno Chamber of Commerce
 PAGE 2 OF 2

	Strongly Agree	No opinion		Strongly Disagree	
18. I would favor a 'civic' or 'public' building in the downtown area	1	2 \triangle 3	4	5	
19. Restaurant seating should be allowed on sidewalks on San Mateo Ave.	1	2 \triangle 3	4	5	
20. The addition of more offices and office workers is the best way to bring more business to San Mateo Ave.	1	2 \triangle 3	4	5	
21. The addition of more retail is the best way to bring more business to San Mateo Ave.	1	2 \triangle 3	4	5	
22. Some areas of high-density residential development should be allowed in or near downtown to help expand customer base	1	2 \triangle 3	4	5	
23. Downtown needs a new major 'anchor' retailer to attract shoppers	1	2 \triangle 3	4	5	
24. Additional evening foot traffic would benefit my business	1	2 \triangle 3	4	5	
25. A redevelopment agency should be formed to help revitalize the downtown	1	2 \triangle 3	4	5	
26. A special assessment district should be formed to help revitalize the downtown	1	2 \triangle 3	4	5	
	1 year or less	1-3 years	3-5 years	5-10 years	10+ years
27. Circle the number that corresponds to how long you have been in business in San Bruno	1	2	3	4	5

Special Comments

This area is provided for your comments on areas not addressed by the survey questions.

San Bruno Chamber of Commerce

Summary of Comments

Survey of Businesses

1996

San Bruno Chamber of Commerce Downtown Survey Comments

Maybe a central theme. Not like every downtown redevelopment. Maybe Western or something.

Rear Parking areas where you can enter stores from behind must be cleaned up or covered. Bland walls to front of store need to have display windows or murals. Create courtyard or botique effect

We need to infuse the Avenue with upscale stores, *Better* restaurants to bring people to San Bruno from other areas. Maybe GAP would consider a new anchor store.

You need to overhaul entire downtown - no more restaurants! - you have to reface every store before a better store will consider renting.

We don't have a business on San Mateo Avenue but have an interest in two buildings.

We need a motif of some type. The diversity of the business should not be a drawback as it would hopefully represent the diversity of the population. Some sort of assessment district should be formed encompassing not only owners but tenants as well. We need an overall plan to spruce up the downtown in order to make shopping more pleasant.

The 'Downtown Signs at both ends of San Mateo Avenue should be updated. It does not look inviting at all.

We need police foot or bike patrol in downtown area.

#1.Improve Parking - Diagonal parking. #2. Storefront appearance needs upgrading. #3. Merchants Association to inform, coordinate & input with city.

Parking is the MAJOR problem. I lose a lot of business because of a lack of parking in front of my store.

90% of the buildings are architecturally unfit for any remodeling.

*Major retail stores. Retailers need parking permits so we don't get tickets. I am tired of getting tickets, I am tired of supporting San Bruno with my tickets. (I am personally offended by the removal of my loading dock.) We need to make sure customers have easy driving access when BART starts. The Chamber, City Council, Police do nothing for the merchants in this area. When my lease is up I'm considering moving because of 1. Tickets Parking. 2. BART work, 3. Total City 'miss' management.

The sidewalks should be redone in some places.

The San Bruno Downtown area especially San Mateo Avenue should be better lighted. Right now it's too dark.

A park or public area would attract homeless and loitering. Pet shops on their own initiative should remove doggie defication especially on public walkways to off-street parking

Police should make a better effort to control double parking on SM Ave.

Have tried for twenty years to get back the 65 spaces we lost. Retail business only, should be allowed on SM Ave.

We should get rid of the huge eucalyptus trees that stop up the roof drains. They hide the storefront as well. Smaller trees that don't grow as tall should be used instead.

Total remodel of buildings not necessary, just cleaning up removing old signs or repairing torn awnings. They need to be replaced or removed. "Downtown" sign needs to be replaced or removed. Feel of the "1950's" of this street is great & needs to be advertised as such. Push for people friendly street. Late night walks on this street will increase evening business. We need well lighted, clean and safe atmosphere. Thin out trees to increase lights.

Old trees on San Mateo should be removed. Roots are lifting up the cement and create a lot of mess on ground plus they don't look good.. Too old and ugly.

Back lots should be made into multi level parking lot. You should not tear up front streets and community ad on cable TV would help.

There shouldn't be more than 2 kinds of same business in 1 street. More than 2 splits the business and it's hard to survive 'with a' lot of competition. Parking in rear should be 2 hours not 5 hours.. People park and walk to their apartments. We don't have parking for our customers. We have back door open. We get ticket twice a month or more. We are willing to pay annual fee and get a sticker for parking . We pay tax-nothing is done in our favor, other people benefit. People park & go!

I was robbed. Needs more stronger light - especially in winter. Parking - wants angle (500 block) Rent control? Aid to small business? Had black outs during winter (other than during storm.)

In fairness to both the residents around San Mateo Avenue and the merchants on San Mateo Avenue , there should be some sort of parking permit issued to merchants to park in the limited time parking lots on Mastick for a minimal fee. San Bruno district should have more police (searching) double parking and blocking driveway are a very serious problem.

It stinks! San Mateo Avenue needs redevelopment. Old junky buildings not attractive. Tear most of them down. Widen the street by narrowing the sidewalks. Leave walkways between buildings to rear parking lot. Get rid of those inadequate god-awful street lights. Get a couple of good anchor stores and a decent restaurant or cafeteria.

Business owners & workers should have parking stickers assigned to them so they don't have to move their cars every 5 hours. Currently we must move our cars after 5 hours in the lots which interrupts my business schedule. I have more important things to do!!! Also have unloading zones for business to load and unload products and materials for business functions without double parking penalties.

Better quality retail stores.

If "redevelopment" is being considered, maybe a theme should be looked at in which to build and atmosphere that is cohesive. Re-development should not mean that the final product looks like every other city in the area that has been "redeveloped". We don't need a bagel shop, coffee house and french bread franchise. If we enter into a project let's develop our own image. Maybe a western theme built around the 80 year old casino we have in town.

My business is on San Mateo Avenue. Downtown are is not condusive to shopping - need to upgrade and update.

U.C. BERKELEY LIBRARIES



C124917663

